

# Video

## ULI Minnesota: Funding Model Exploration Case Studies

Date: June 17, 2021

00:00:04 --> 00:00:06: You know it's come again, a process of giving us  
 00:00:06 --> 00:00:08: some foundational start,  
 00:00:08 --> 00:00:11: and that's really what we hope to be the outcome  
 00:00:11 --> 00:00:14: here we will have the follow up and I I  
 00:00:14 --> 00:00:15: do want to share.  
 00:00:15 --> 00:00:17: Kind of two quick slides,  
 00:00:17 --> 00:00:19: but before I do that I just want to acknowledge  
 00:00:20 --> 00:00:23: a couple of board members that I know our President,  
 00:00:23 --> 00:00:24: Mary Kay Boyd, is president.  
 00:00:24 --> 00:00:27: Margaret Lovejoy is present here and our board chair,  
 00:00:27 --> 00:00:30: Mr. Anderson and Anderson. I'd like to turn it to  
 00:00:30 --> 00:00:33: you for any kind of welcome that you'd like to  
 00:00:33 --> 00:00:34: make.  
 00:00:36 --> 00:00:40: Thank you Keith and the Nexus joined us as well.  
 00:00:40 --> 00:00:45: Thank you Keith and good morning everyone and thank you  
 00:00:45 --> 00:00:50: Carolyn for and all of the facilitators for just laying  
 00:00:50 --> 00:00:51: out a very.  
 00:00:51 --> 00:00:55: Productive structure for which we can bring this work  
 together.  
 00:00:55 --> 00:00:58: Each time that we have this opportunity,  
 00:00:58 --> 00:01:02: our board just wants to thank you for taking the  
 00:01:02 --> 00:01:05: time to help us on this project.  
 00:01:05 --> 00:01:08: We can't do this without you and your ideas and  
 00:01:09 --> 00:01:12: your thoughts are very stimulating to us.  
 00:01:12 --> 00:01:16: It makes us understand that what we're trying to do  
 00:01:16 --> 00:01:18: as a board is supported,  
 00:01:18 --> 00:01:21: has wide and broad support.  
 00:01:21 --> 00:01:24: In the minds, in the energies of many,  
 00:01:24 --> 00:01:28: many people. So thank you again for taking time to

00:01:28 --> 00:01:31: be a part of this four PA model of hackathon

00:01:31 --> 00:01:35: and we look forward to a productive session today.

00:01:35 --> 00:01:39: Right, thank you, Mr. Anderson the the the two slides

00:01:40 --> 00:01:42: that I really wanted to focus in on.

00:01:42 --> 00:01:46: Is really these two and part of it really focuses

00:01:46 --> 00:01:51: in on the continued work beyond just what we're doing

00:01:51 --> 00:01:53: here in our pre planning.

00:01:53 --> 00:01:57: So certainly we were hopeful that the legislature has come

00:01:57 --> 00:01:58: to some resolution.

00:01:58 --> 00:02:02: We're hoping to hear sometime next week about our ask

00:02:02 --> 00:02:03: at the legislature,

00:02:03 --> 00:02:07: but I I wanted to really focus in on the

00:02:07 --> 00:02:09: third from the top.

00:02:09 --> 00:02:13: If you will. Organizational and ecosystem capacity building.

00:02:13 --> 00:02:17: And then the anti displacement and restorative development

00:02:17 --> 00:02:21: modeling.

00:02:17 --> 00:02:21: There's a relationship between the work that you're engaged

00:02:21 --> 00:02:25: in

00:02:21 --> 00:02:25: and creating kind of the finance model or the ideas

00:02:25 --> 00:02:29: around the financing model and how we address some of

00:02:29 --> 00:02:31: the social, economic and environmental.

00:02:31 --> 00:02:36: The organizational and ecosystem capacity building

00:02:36 --> 00:02:39: resources are intended to

00:02:36 --> 00:02:39: really help support the the four P model and to

00:02:39 --> 00:02:43: really further engage the community and the eco system.

00:02:43 --> 00:02:45: Itself, as we're kind of moving forward,

00:02:45 --> 00:02:48: so I just thought I'd lay this out to let

00:02:48 --> 00:02:52: you know that the work that you're doing will carry

00:02:52 --> 00:02:53: forward,

00:02:53 --> 00:02:55: and it's foundational to that momentum.

00:02:55 --> 00:02:59: The other slide that I just really wanted to.

00:02:59 --> 00:03:02: Get back to if you could afford me just another

00:03:02 --> 00:03:03: moment or so.

00:03:03 --> 00:03:07: Again, what we're looking for when it's all said and

00:03:08 --> 00:03:10: done is for us to think about.

00:03:10 --> 00:03:12: OK, how do you take public,

00:03:12 --> 00:03:15: private, philanthropic and people? Each of these categories,

00:03:15 --> 00:03:17: and this is ultimately the vision.

00:03:17 --> 00:03:21: OK, but how do we ultimately take all of these

00:03:21 --> 00:03:23: complicated colors of money?

00:03:23 --> 00:03:26: If you will, or or stakeholders and create a framework

00:03:27 --> 00:03:29: that is easy for the ecosystem?

00:03:29 --> 00:03:32: Within this 4P model, to to to engage.

00:03:32 --> 00:03:35: How do you ensure transparency,  
 00:03:35 --> 00:03:39: cooperation, accountability in this whole framework as well,  
 00:03:39 --> 00:03:43: you know how? How do we use these various streams  
 00:03:43 --> 00:03:47: and stakeholders to really create impact?  
 00:03:47 --> 00:03:50: How do we get kind of some common understanding of  
 00:03:50 --> 00:03:54: what we're trying to do here and the principles by  
 00:03:54 --> 00:03:55: which engagement might happen?  
 00:03:55 --> 00:03:58: And then, how do we Createspace for all stakeholders really  
 00:03:58 --> 00:04:02: recognizing expectations and directing those expectations to  
 ensure that the  
  
 00:04:02 --> 00:04:04: Community ultimately is a beneficiary?  
 00:04:04 --> 00:04:07: So I just want to set that foundation I just  
 00:04:07 --> 00:04:10: I'm excited to have you all join us,  
 00:04:10 --> 00:04:14: and at this particular point I'll turn it over to  
 00:04:14 --> 00:04:14: Kathy.  
 00:04:14 --> 00:04:17: And I think Kathy will kick us off.  
 00:04:17 --> 00:04:20: Uh, we have laying out kind of the next portion  
 00:04:20 --> 00:04:21: of our program.  
 00:04:22 --> 00:04:25: Good morning everyone. Thank you Keith.  
 00:04:25 --> 00:04:29: We have two more great case studies today to help  
 00:04:29 --> 00:04:33: set the framework for information that will help you do  
 00:04:33 --> 00:04:34: your work.  
 00:04:34 --> 00:04:38: The 11th St Bridge Park project as well as Klyde  
 00:04:38 --> 00:04:39: Warren.  
 00:04:39 --> 00:04:42: We're going to start with the 11th St Bridge Park  
 00:04:43 --> 00:04:47: which is a proposed 1200 foot bridge that would span  
 00:04:47 --> 00:04:49: the East West Bank of Washington,  
 00:04:49 --> 00:04:53: DC's Anacostia River. This is really a community.  
 00:04:53 --> 00:04:58: Lead public private partnership which is seeking to  
 implement not  
  
 00:04:58 --> 00:05:01: only 132 square foot park but also act as a  
 00:05:01 --> 00:05:02: resource.  
 00:05:02 --> 00:05:04: We have von Perry here today.  
 00:05:04 --> 00:05:08: He's the director of equity for the 11th St Bridge  
 00:05:08 --> 00:05:09: Project.  
 00:05:09 --> 00:05:13: His role will advance the organizational efforts towards the  
 recognition  
 00:05:13 --> 00:05:17: and removal of systematic barriers to fair and just distribution  
 00:05:17 --> 00:05:18: of resources,  
 00:05:18 --> 00:05:21: access and opportunity. Starting with the issue of race.  
 00:05:21 --> 00:05:25: In addition, his roles to oversee and implement the  
 deliverables  
 00:05:25 --> 00:05:29: for the Equitable Development Plan which will which falls

under

00:05:29 --> 00:05:30: four major categories.

00:05:30 --> 00:05:32: Housing small business cultural equity.

00:05:32 --> 00:05:38: And workforce development very similar issues that we that that

00:05:38 --> 00:05:42: the Rondo area will be exploring as part of this

00:05:42 --> 00:05:48: work and going forward with that he also research interests

00:05:48 --> 00:05:54: focus on eco justice. Categories community engagement green job skill

00:05:54 --> 00:05:59: development bond holds a bachelor's degree from IT in it

00:05:59 --> 00:06:01: from Strayer University,

00:06:01 --> 00:06:06: a Masters degree in Project management from George Washington University

00:06:06 --> 00:06:07: University I.

00:06:07 --> 00:06:11: I have not had my coffee.

00:06:11 --> 00:06:14: So Vaughn thank you very much for being here and

00:06:14 --> 00:06:17: we look forward to hearing about your project.

00:06:17 --> 00:06:20: Betty and good morning everybody.

00:06:20 --> 00:06:22: I'm gonna pull up my screen.

00:06:31 --> 00:06:32: Can everybody see that? OK,

00:06:33 --> 00:06:35: yes looks great thanks. Thank you.

00:06:35 --> 00:06:37: So it is again good morning.

00:06:37 --> 00:06:40: I'm voluntary. I'm the director of equity with the 11th

00:06:40 --> 00:06:44: St Bridge Park which is a project of building bridges

00:06:44 --> 00:06:45: across the river.

00:06:45 --> 00:06:49: I'm only have about 15 minutes today so I'm not

00:06:49 --> 00:06:53: going to talk less about the park and more about

00:06:53 --> 00:06:57: the strategies that we are working towards so that.

00:06:57 --> 00:07:01: We can make sure we are engaging with the community

00:07:01 --> 00:07:03: in a very effective way,

00:07:03 --> 00:07:05: but our bridge part, but holistically,

00:07:05 --> 00:07:08: just to give you a really quick snapshot,

00:07:08 --> 00:07:12: the park is going to be a transformational space where

00:07:12 --> 00:07:17: we are repurposing an old vehicular bridge and recreating it

00:07:17 --> 00:07:20: or transforming it into a pedestrian park.

00:07:20 --> 00:07:24: It's going to connect two communities that I might talk

00:07:24 --> 00:07:25: about a little bit later,

00:07:25 --> 00:07:29: but really that couldn't be come any further apart.

00:07:29 --> 00:07:31: It spans across the Anacostia River,

00:07:31 --> 00:07:34: which, if people are familiar in DC,

00:07:34 --> 00:07:37: on the Anacostia River, is one of two rivers that

00:07:37 --> 00:07:39: run through Washington DC,

00:07:39 --> 00:07:43: in the Anacostia River is also really served as a

00:07:44 --> 00:07:46: divider in a lot of ways.  
 00:07:46 --> 00:07:50: Between those that have and those that haven't between a  
 00:07:50 --> 00:07:53: largely African American population as of late,  
 00:07:53 --> 00:07:56: and they're not in in a much more mixed up  
 00:07:56 --> 00:08:01: a community that's been disinvested disinvested in for a long  
 00:08:01 --> 00:08:01: time,  
 00:08:01 --> 00:08:05: and one that has. And So what are the one  
 00:08:05 --> 00:08:08: of the goals of the park is to seek to  
 00:08:08 --> 00:08:13: bring those communities together in a way so that where  
 00:08:13 --> 00:08:17: there are a lot of stereotypes.  
 00:08:17 --> 00:08:21: About each others communities those communities can meet  
 in the  
 00:08:21 --> 00:08:24: common ground and work work together.  
 00:08:24 --> 00:08:26: The bridge part is, uh,  
 00:08:26 --> 00:08:29: is is a part of building bridges across the River  
 00:08:29 --> 00:08:30: river,  
 00:08:30 --> 00:08:32: which is a nonprofit that's.  
 00:08:32 --> 00:08:37: Focused on providing quality resources to residents that live  
 east  
 00:08:38 --> 00:08:41: of the Anacostia River and this is this is a  
 00:08:41 --> 00:08:44: picture of our main location,  
 00:08:44 --> 00:08:47: which is the art town Hall,  
 00:08:47 --> 00:08:50: education arts and education and recreation camp.  
 00:08:50 --> 00:08:54: It's ultimately it's a civic space that provides,  
 00:08:54 --> 00:08:58: UM. You know opportunities for the arts for access to  
 00:08:58 --> 00:08:59: food,  
 00:08:59 --> 00:09:03: access to jobs and things of that nature.  
 00:09:03 --> 00:09:06: Here's a rendering the 11th St Bridge Park.  
 00:09:06 --> 00:09:09: This is what it's going to look like before we  
 00:09:09 --> 00:09:10: got there.  
 00:09:10 --> 00:09:14: Uhm, there was a lot of conversation in the community  
 00:09:14 --> 00:09:16: where we had over 200 meetings,  
 00:09:16 --> 00:09:20: really. Just asking the community to or to just express  
 00:09:20 --> 00:09:23: this idea of this bridge park and really asking the  
 00:09:23 --> 00:09:25: permission from the community.  
 00:09:25 --> 00:09:29: Is this something that you even want?  
 00:09:29 --> 00:09:32: Uh, you know we spoke to community leaders.  
 00:09:32 --> 00:09:35: We spoke to faith based leaders.  
 00:09:35 --> 00:09:37: We've spoke to nonprofit organizations.  
 00:09:37 --> 00:09:40: We spoke to residents, spoke to business owners.  
 00:09:40 --> 00:09:44: We spoke to government. People come really to just kind  
 00:09:44 --> 00:09:47: of talk about this idea of a bridge park.

00:09:47 --> 00:09:51: Before, you know, engineer was.

00:09:51 --> 00:09:53: Hired or design was drawn up really.

00:09:53 --> 00:09:57: Just wanted to make sure that this is something that

00:09:57 --> 00:09:59: community even wanted.

00:09:59 --> 00:10:01: After there being a lot of excitement around this idea

00:10:01 --> 00:10:02: of the bridge part,

00:10:02 --> 00:10:04: the next question was OK.

00:10:04 --> 00:10:06: Well, this is something that you want.

00:10:06 --> 00:10:09: What should it look like and not what should it

00:10:09 --> 00:10:10: look like?

00:10:10 --> 00:10:13: Justin, just like what color should the benches be?

00:10:13 --> 00:10:17: But uhm, what should the price points be set when

00:10:17 --> 00:10:19: people are purchasing products?

00:10:19 --> 00:10:22: What kind of programming should take place on the part?

00:10:22 --> 00:10:25: Because although we expect that people were going to come

00:10:25 --> 00:10:27: both nationally and even globally to this part,

00:10:27 --> 00:10:30: we really wanted it to be a local part and

00:10:30 --> 00:10:33: we wanted the residents to feel like it was their

00:10:33 --> 00:10:33: own.

00:10:36 --> 00:10:39: And so we had a number of different meetings.

00:10:39 --> 00:10:43: UM, really too. I'm a backup one I wanna give.

00:10:43 --> 00:10:47: I want to give more emphasis to that even in

00:10:47 --> 00:10:49: the the construction of the part.

00:10:49 --> 00:10:53: What we did was work with residents that made up

00:10:53 --> 00:10:57: a design oversight committee and their job was really to

00:10:57 --> 00:11:00: look at the design brief to review it,

00:11:00 --> 00:11:01: to make tweaks to it,

00:11:01 --> 00:11:04: to speak to the design teams.

00:11:04 --> 00:11:07: And so from the very beginning that's I want to

00:11:07 --> 00:11:10: just underscore from the very beginning,

00:11:10 --> 00:11:14: the community. Was involved even in the design of the

00:11:14 --> 00:11:15: park once.

00:11:15 --> 00:11:17: Uh, the design was selected.

00:11:17 --> 00:11:23: One of the things that we heard from the community

00:11:23 --> 00:11:23: was.

00:11:23 --> 00:11:29: Not only was it important for a man.

00:11:29 --> 00:11:32: Not only they said the the park was amazing and

00:11:32 --> 00:11:35: this would be a great amenity.

00:11:35 --> 00:11:38: However, what can we do for our community,

00:11:38 --> 00:11:42: right? And oftentimes what we found was in our research

00:11:42 --> 00:11:45: whether it was across our city or across the country.

00:11:45 --> 00:11:48: Oftentimes when development was coming into communities,

00:11:48 --> 00:11:51: it was it had some negative unintended consequences and I  
00:11:51 --> 00:11:55: would say sometimes intended consequences like displacement and gentrification.

00:11:55 --> 00:11:59: And So what we wanted to do is work.  
00:11:59 --> 00:12:02: One work with the community on some strategies to prevent  
00:12:02 --> 00:12:04: that from happening.  
00:12:04 --> 00:12:05: Uhm, this slide right here.  
00:12:05 --> 00:12:08: Just kind of gives an example of the different programming  
00:12:08 --> 00:12:11: opportunities that came directly from the community and in our  
00:12:12 --> 00:12:13: Environmental Education Center,  
00:12:13 --> 00:12:16: kayaking, kayak and canoe, launching space and we're going to  
00:12:16 --> 00:12:17: have urban agriculture.  
00:12:17 --> 00:12:20: There will be outdoor performance and art space time,  
00:12:20 --> 00:12:23: a 21st century playground for the kids in the cafe  
00:12:24 --> 00:12:24: and restaurant.  
00:12:24 --> 00:12:27: Again, these are not ideas that we said,  
00:12:27 --> 00:12:29: hey, you know we got 50 ideas.  
00:12:29 --> 00:12:34: Select them all of these ideas came directly from the  
00:12:34 --> 00:12:35: community.  
00:12:35 --> 00:12:37: As we talk about this work come,  
00:12:37 --> 00:12:39: you know, I think it's really,  
00:12:39 --> 00:12:41: you know if I if I I don't know how  
00:12:41 --> 00:12:43: many people on the call,  
00:12:43 --> 00:12:45: but if it's 30 on 30 of us and I  
00:12:45 --> 00:12:46: asked the question,  
00:12:46 --> 00:12:49: what is equity, we'd probably get 30 different answers.  
00:12:49 --> 00:12:52: And so I always like to frame these conversations around  
00:12:52 --> 00:12:53: what out equity really is.  
00:12:53 --> 00:12:55: And I found this. I push back on this image  
00:12:55 --> 00:12:56: even still,  
00:12:56 --> 00:12:59: but I find this to be one of the images  
00:12:59 --> 00:13:01: that resonates the most with me.  
00:13:01 --> 00:13:03: Oftentimes people want to compare equality to equity,  
00:13:03 --> 00:13:05: and if you look at the top two screens you  
00:13:05 --> 00:13:08: can see that they are very different.  
00:13:08 --> 00:13:10: You can provide somebody the same access,  
00:13:10 --> 00:13:12: but if the barriers are higher than they,  
00:13:12 --> 00:13:13: you know they can see.  
00:13:13 --> 00:13:16: Then you know you can see that everybody is still  
00:13:17 --> 00:13:19: not going to have access to see everything.  
00:13:19 --> 00:13:22: If you look at the lower bottom left hand,

00:13:22 --> 00:13:24: this is really what this this is.

00:13:24 --> 00:13:27: What reality in in in really a lot of spaces

00:13:27 --> 00:13:28: in the USA looks like right?

00:13:28 --> 00:13:31: Where you have some folks that have been given a

00:13:31 --> 00:13:34: number of opportunities and they can see completely over the

00:13:34 --> 00:13:37: field over the fence you have somebody else that maybe

00:13:37 --> 00:13:40: you know had some benefit and they can see but

00:13:40 --> 00:13:41: not as well as the other.

00:13:41 --> 00:13:44: And then you have somebody else where trenches literally been

00:13:44 --> 00:13:47: dealt and those are some of the systemic barriers that

00:13:47 --> 00:13:47: you know.

00:13:47 --> 00:13:49: I think we have to look at.

00:13:49 --> 00:13:53: His work through and and acknowledge that they they they

00:13:53 --> 00:13:54: are here and come,

00:13:54 --> 00:13:57: and so to me true equity is that bottom right

00:13:57 --> 00:14:00: hand corner which is what they label liberation.

00:14:00 --> 00:14:03: But I consider it true equity where not only are

00:14:03 --> 00:14:04: you adding resources,

00:14:04 --> 00:14:08: but how do we just get rid of the barriers,

00:14:08 --> 00:14:11: right? How do we get the rid of those invisible

00:14:11 --> 00:14:15: fences so that everybody can see so that everybody has

00:14:15 --> 00:14:18: access to this to the same services in the same

00:14:18 --> 00:14:21: tools? And so this is the work.

00:14:21 --> 00:14:23: This is the lens that we really looked at through

00:14:23 --> 00:14:26: our work and through and because of that we believe

00:14:26 --> 00:14:28: it's really important to engage with the Community.

00:14:28 --> 00:14:31: If you don't hear anything else I say today,

00:14:31 --> 00:14:34: but here that we believe that the answers are always

00:14:34 --> 00:14:34: in the community.

00:14:34 --> 00:14:37: We're not going in to give the community.

00:14:37 --> 00:14:40: Answers were going into work with the community to find

00:14:40 --> 00:14:43: out what they believe the solutions are and then what

00:14:43 --> 00:14:45: we want to do is bring resources to help them

00:14:45 --> 00:14:49: leverage and so that the solutions that are already in

00:14:49 --> 00:14:50: the Community can come about.

00:14:50 --> 00:14:52: And So what we did was,

00:14:52 --> 00:14:54: you know, go back out to the community,

00:14:54 --> 00:14:57: have a number of different sessions to really just talk

00:14:57 --> 00:14:58: about.

00:14:58 --> 00:15:01: What did they think? What are some strategies that we



00:15:01 --> 00:15:04: could work on so that we could have development but

00:15:04 --> 00:15:08: it wouldn't displace the people that were already there?

00:15:08 --> 00:15:11: The combination of that was what's called are equitable development

00:15:11 --> 00:15:12: plan.

00:15:12 --> 00:15:15: It's a, it's a 34 different strategies that have housing

00:15:15 --> 00:15:16: strategies,

00:15:16 --> 00:15:19: workforce strategy, small business, and then cultural empathy.

00:15:19 --> 00:15:22: This particular slide I like to show it's a

00:15:22 --> 00:15:25: one mile radius around the future Bridge Park,

00:15:25 --> 00:15:28: but what we did early on was just take some

00:15:28 --> 00:15:30: some baseline data to see,

00:15:30 --> 00:15:34: kind of like you know what?

00:15:34 --> 00:15:38: What were some of the statistics come within the area

00:15:38 --> 00:15:40: and the the the one?

00:15:40 --> 00:15:44: Marker I always like to point out is the difference

00:15:44 --> 00:15:48: in the median value of the owner occupied housing in

00:15:48 --> 00:15:52: east in the east of the river community there is

00:15:52 --> 00:15:57: about a 450,000 delta with the same type of homes

00:15:57 --> 00:16:00: and the UM on West of the river like the

00:16:00 --> 00:16:01: same size.

00:16:01 --> 00:16:05: Same types of home. The only difference is there about

00:16:05 --> 00:16:09: nine 900 feet difference in one side is primarily African

00:16:09 --> 00:16:10: American.

00:16:10 --> 00:16:12: And the other side is not dumb,

00:16:12 --> 00:16:15: and so you know it just kind of shows a

00:16:15 --> 00:16:16: different disparities.

00:16:16 --> 00:16:19: And because of that, because of the wealth disparity in

00:16:19 --> 00:16:20: those communities,

00:16:20 --> 00:16:22: it shows up in things like child poverty shows up

00:16:22 --> 00:16:24: and things like homelessness.

00:16:24 --> 00:16:28: It shows up in unemployment and just further exasperates

00:16:28 --> 00:16:31: issues

00:16:28 --> 00:16:31: that you know we're seeing in our communities.

00:16:31 --> 00:16:34: This is just kind of shining example of some of

00:16:34 --> 00:16:38: the different results that we've that that we've been able

00:16:38 --> 00:16:42: to do through the through the equity development strategies.

00:16:42 --> 00:16:45: I'm going to go in more into detail in these

00:16:45 --> 00:16:49: in the next few slides with our housing category.

00:16:49 --> 00:16:52: We have three main tools.

00:16:52 --> 00:16:53: We started Tenants Rights workshop.

00:16:53 --> 00:16:56: We worked with one of our close partners to start

00:16:56 --> 00:16:59: Home Buyers Club and through that home Buyers Club.

00:16:59 --> 00:17:02: We've already had over 800 people to participate in it.

00:17:02 --> 00:17:06: We've had about 90 people that that have purchased homes

00:17:06 --> 00:17:08: through that process and we also stood up.

00:17:08 --> 00:17:10: What's now the Douglas Community Land Trust?

00:17:10 --> 00:17:16: One of the. One of the strategies that resonated the

00:17:16 --> 00:17:20: most with people was how can we stand up our

00:17:20 --> 00:17:22: own community man?

00:17:22 --> 00:17:24: Trust for those that aren't familiar,

00:17:24 --> 00:17:28: a Land Trust ultimately is about providing permanent

00:17:28 --> 00:17:32: affordability,

00:17:32 --> 00:17:34: and so we have set up a Land Trust.

00:17:34 --> 00:17:39: It's been fully incorporated 501C3 incorporated.

00:17:39 --> 00:17:43: They have about 220 properties in their inventory right now,

00:17:43 --> 00:17:46: and again, those are properties that are designated primarily

00:17:46 --> 00:17:50: for.

00:17:50 --> 00:17:50: Come we say affordable but affordable for who right?

00:17:50 --> 00:17:54: And so like we've we are looking at a 30

00:17:54 --> 00:17:57: to 5050%

00:17:57 --> 00:18:00: AMR range for residents that have been in the community

00:18:00 --> 00:18:04: so that they're not getting displaced.

00:18:04 --> 00:18:07: We also have a small business strategies where we worked

00:18:07 --> 00:18:11: with some are close nonprofits like the Washington Area

00:18:11 --> 00:18:12: Community

00:18:12 --> 00:18:16: Investment Fund or Wake up where they've been providing

00:18:16 --> 00:18:20: technical

00:18:20 --> 00:18:21: assistance. They've also been providing loans to businesses

00:18:21 --> 00:18:24: that are

00:18:24 --> 00:18:26: already in the Community,

00:18:26 --> 00:18:29: as well as providing technical assistance to people that want

00:18:29 --> 00:18:32: to create businesses that can potentially be on the park

00:18:32 --> 00:18:34: once it's built.

00:18:34 --> 00:18:36: Workforce development is one of those where you know,

00:18:36 --> 00:18:38: I'm sure I'm preaching to the choir.

00:18:38 --> 00:18:41: There's plenty of workforce development programs in our

00:18:41 --> 00:18:42: community already,

00:18:42 --> 00:18:44: but how do we translate that into careers like how

00:18:44 --> 00:18:46: are we not just training people,

00:18:46 --> 00:18:48: but we're putting them in careers?

00:18:48 --> 00:18:50: And when the park is being built,

00:18:50 --> 00:18:52: how do we make sure that a general contractor is

00:18:52 --> 00:18:54: hiring locally,

00:18:54 --> 00:18:56: and so from day one for me?

00:18:44 --> 00:18:46: You know what I was doing was going around and  
00:18:46 --> 00:18:50: working with and talking to workforce development  
organizations telling them  
00:18:50 --> 00:18:52: these were the skills that.  
00:18:52 --> 00:18:55: Employees are going to need once the park was,  
00:18:55 --> 00:18:58: you know, under construction. And and we've already had  
like  
00:18:58 --> 00:19:02: 19 different construction trainings where we're training folks  
and then  
00:19:02 --> 00:19:05: we're connecting them with other contractors on other  
developers and  
00:19:05 --> 00:19:08: keeping them in this database so that once we have  
00:19:08 --> 00:19:10: a general contractor,  
00:19:10 --> 00:19:13: we can actually point them to this database database of  
00:19:13 --> 00:19:16: people who have been who have been trained.  
00:19:16 --> 00:19:18: We can talk about how long they've been.  
00:19:18 --> 00:19:22: You know how long they've been on specific jobs you  
00:19:22 --> 00:19:22: know,  
00:19:22 --> 00:19:25: and just really point them to a database of of  
00:19:25 --> 00:19:26: look potential local.  
00:19:26 --> 00:19:30: Tires. And then finally the cultural equity piece.  
00:19:30 --> 00:19:33: I believe it's a piece that's often missed,  
00:19:33 --> 00:19:35: but it's one of the most important,  
00:19:35 --> 00:19:37: and this is really just right.  
00:19:37 --> 00:19:39: How do we continue to tell the stories of the  
00:19:39 --> 00:19:42: community how we amplifying the voices of the community?  
00:19:42 --> 00:19:45: So there 20 or 30 years go by.  
00:19:45 --> 00:19:47: And somebody that's in their community is just,  
00:19:47 --> 00:19:50: you know, whether they're still living in it or they  
00:19:50 --> 00:19:51: come back to it.  
00:19:51 --> 00:19:54: Say this isn't the same neighborhood I grew up in.  
00:19:54 --> 00:19:57: And So what we've done is have things like river  
00:19:57 --> 00:19:59: festivals or a harvest fest.  
00:19:59 --> 00:20:03: You know, we're we're bringing people together we're we're  
collecting  
00:20:03 --> 00:20:06: their stories and we have what's called our community  
leadership,  
00:20:06 --> 00:20:10: empowerment workshops or flute. That program is really  
around,  
00:20:10 --> 00:20:13: but I I used to call creating agents of change.  
00:20:13 --> 00:20:17: Now what I call him is creating system disruptors right?  
00:20:17 --> 00:20:20: And so it's really just about how we giving them  
00:20:20 --> 00:20:24: the tools to be community leaders to understand the city  
00:20:24 --> 00:20:27: planning process to be community organized.

00:20:27 --> 00:20:30: How are we giving them the tools?  
 00:20:30 --> 00:20:32: To both amplify their voice,  
 00:20:32 --> 00:20:35: but but to also, you know,  
 00:20:35 --> 00:20:40: disrupts the systemic justices that their communities have  
 been facing  
 00:20:40 --> 00:20:42: for a long time.  
 00:20:44 --> 00:20:47: I'll skip past route 'cause I know I'm getting close  
 00:20:47 --> 00:20:50: to my time that the last thing I want to  
 00:20:50 --> 00:20:51: just share is lessons.  
 00:20:51 --> 00:20:55: Learn UM. One, it was really important for us not  
 00:20:55 --> 00:20:57: to reinvent the wheel.  
 00:20:57 --> 00:21:00: There were already some amazing work being done in our  
 00:21:00 --> 00:21:01: community,  
 00:21:01 --> 00:21:03: and so you know from in.  
 00:21:03 --> 00:21:05: In the beginning we we we.  
 00:21:05 --> 00:21:09: We took a map of all of the.  
 00:21:09 --> 00:21:12: All of the resources and all of the organizations that  
 00:21:12 --> 00:21:14: were already doing great work in the community.  
 00:21:14 --> 00:21:17: And, you know, we it was about us just working  
 00:21:17 --> 00:21:19: with them and collaborating.  
 00:21:19 --> 00:21:22: I heard heard it mentioned earlier about the importance of  
 00:21:22 --> 00:21:25: collaboration and so that's what we wanted to do.  
 00:21:25 --> 00:21:27: If you look at our last point,  
 00:21:27 --> 00:21:29: that's what it's all about.  
 00:21:29 --> 00:21:32: How do we collaborate? How do we build sustainable  
 partnerships?  
 00:21:32 --> 00:21:34: I can talk about that piece forever.  
 00:21:34 --> 00:21:37: The importance of identifying the right partners?  
 00:21:37 --> 00:21:38: Because sometimes, like you know,  
 00:21:38 --> 00:21:42: come every partner. Every every organization isn't the right  
 partner,  
 00:21:42 --> 00:21:46: so it's important to find partners that are aligned with  
 00:21:46 --> 00:21:47: your mission.  
 00:21:47 --> 00:21:49: Going back up to top to the top,  
 00:21:49 --> 00:21:54: how do we? Recognize the past of those communities.  
 00:21:54 --> 00:21:57: How do you learn from them and so that we're  
 00:21:57 --> 00:22:02: not only so that we're not making the same mistakes,  
 00:22:02 --> 00:22:06: but we're also acknowledging some of the.  
 00:22:06 --> 00:22:08: Some of the issues and why they exist in those  
 00:22:08 --> 00:22:09: communities.  
 00:22:09 --> 00:22:11: Next, what gets measured gets done.  
 00:22:11 --> 00:22:13: You know, on the previous slide I talked about the

00:22:13 --> 00:22:17: importance of us taking this data and we also understand  
 00:22:17 --> 00:22:19: that without us measuring we can have all of the  
 00:22:19 --> 00:22:21: strategies in the world. And you know,  
 00:22:21 --> 00:22:24: even though they look good on paper are they really  
 00:22:24 --> 00:22:25: are they?  
 00:22:25 --> 00:22:26: Are they really moving the dial?  
 00:22:26 --> 00:22:29: You know for what we're trying to do?  
 00:22:29 --> 00:22:31: And so how are we measuring that this next one  
 00:22:31 --> 00:22:34: change moves at the speed of trust?  
 00:22:34 --> 00:22:35: I can't emphasize that enough,  
 00:22:35 --> 00:22:39: right? A lot of these communities have been disaffected  
 00:22:39 --> 00:22:40: disinvested  
 00:22:39 --> 00:22:40: in for generations.  
 00:22:40 --> 00:22:43: You know that is layers of mistrust and it's going  
 00:22:43 --> 00:22:46: to take it takes time in order to get that  
 00:22:46 --> 00:22:47: trust back,  
 00:22:47 --> 00:22:51: and so you can't expect it to happen overnight.  
 00:22:51 --> 00:22:54: Taking a multi sector approach I believe is really being  
 00:22:54 --> 00:22:56: one of the strings of the equitable Development plan where  
 00:22:57 --> 00:22:59: we've taken organizations that have worked,  
 00:22:59 --> 00:23:02: oftentimes in silos, and now brought them in the same  
 00:23:02 --> 00:23:02: room.  
 00:23:02 --> 00:23:05: You know, a lot of times they have the same  
 00:23:05 --> 00:23:06: target group,  
 00:23:06 --> 00:23:09: and so it's really about allowing them to see that  
 00:23:09 --> 00:23:09: you know.  
 00:23:09 --> 00:23:11: If we all brought our resources together,  
 00:23:11 --> 00:23:14: we could have an even greater impact in the in  
 00:23:14 --> 00:23:16: the residents that were trying to serve.  
 00:23:16 --> 00:23:19: And and then if we were to do this work  
 00:23:19 --> 00:23:20: all over again,  
 00:23:20 --> 00:23:22: we would have. Wharfing emphasis,  
 00:23:22 --> 00:23:26: emphasis and focuses on policy and how policy really  
 00:23:26 --> 00:23:27: impacts  
 00:23:26 --> 00:23:27: long term change.  
 00:23:27 --> 00:23:29: I say this all the time.  
 00:23:29 --> 00:23:33: Uh, a program is only as good as the organization  
 00:23:33 --> 00:23:35: or the person that's leading it,  
 00:23:35 --> 00:23:39: but it's not sustainable because once that program I mean,  
 00:23:39 --> 00:23:42: once that person or once that organization goes away,  
 00:23:42 --> 00:23:45: then oftentimes the pro program goes away.  
 00:23:45 --> 00:23:49: But if you can. Create new policy or lobby for  
 00:23:49 --> 00:23:50: New Balance.

00:23:50 --> 00:23:53: You'll get policy implemented, then those are changes that can

00:23:53 --> 00:23:55: be that can have a long term effect,

00:23:55 --> 00:23:57: so we know that was quick.

00:23:57 --> 00:23:59: I'm sure there's questions. Appreciate you all,

00:23:59 --> 00:24:02: giving me the opportunity to speak to you all today

00:24:02 --> 00:24:05: and I look forward to answering some of your questions.

00:24:05 --> 00:24:06: Thank you so much.

00:24:07 --> 00:24:09: Vaughn, thank you so much.

00:24:09 --> 00:24:12: We have a lot of questions in the chat.

00:24:12 --> 00:24:15: Your last slide just really put a bow on everything

00:24:15 --> 00:24:17: with the importance of collaborating,

00:24:17 --> 00:24:19: trust, knowing your past multi sector approach.

00:24:19 --> 00:24:23: I mean I think that just resonates with everything we're

00:24:23 --> 00:24:26: trying to do here and in the interest of time

00:24:26 --> 00:24:28: we have a lot of work to do today.

00:24:28 --> 00:24:31: Would you mind kind of scrolling through some of the

00:24:31 --> 00:24:34: questions and maybe answering him there?

00:24:34 --> 00:24:35: I I really appreciate it.

00:24:35 --> 00:24:38: Wish we had so much more time.

00:24:38 --> 00:24:41: That, but we have a lot to cover and thank

00:24:41 --> 00:24:44: you so much for your time and will will be

00:24:44 --> 00:24:48: sharing the slides with the team 'cause it's such very

00:24:48 --> 00:24:50: specific. Great information appreciating. Thank you,

00:24:50 --> 00:24:53: thank you. OK, so now,

00:24:53 --> 00:24:58: uhm, I'd like to move on to the next presentation.

00:24:58 --> 00:25:01: Clyde Warren Park. I many of you may have heard

00:25:01 --> 00:25:03: of Clyde Warren Park.

00:25:03 --> 00:25:06: It's a 5.2 acre highway cap over the wood Dale

00:25:06 --> 00:25:08: Rogers Freeway,

00:25:08 --> 00:25:11: Texas Highway 366 in Dallas.

00:25:11 --> 00:25:15: We have some great speakers here to talk about the

00:25:15 --> 00:25:19: project that was funded by a combination of public and

00:25:19 --> 00:25:20: philanthropic sources,

00:25:20 --> 00:25:25: including 20 million in transportation funds from the Texas DOT,

00:25:25 --> 00:25:27: 50 million in private donations,

00:25:27 --> 00:25:30: and city bond issues. It's really as a a collective

00:25:30 --> 00:25:33: partnership between those entities.

00:25:33 --> 00:25:37: Terra Green is here to speak about this today.

00:25:37 --> 00:25:39: She joined Ojb in 2018.

00:25:39 --> 00:25:41: She is accomplished in part.

00:25:41 --> 00:25:43: Programming park management. Community Relations,  
 00:25:43 --> 00:25:47: strategic planning etc etc. Fundrasing throughout her career,  
 00:25:47 --> 00:25:49: she's managed complex urban parts,  
 00:25:49 --> 00:25:54: numerous large scale events, staff teams of all sizes and  
 00:25:54 --> 00:25:56: budgets of 40 million plus.  
 00:25:56 --> 00:26:00: After two decades of working in relationship positions in the  
 00:26:00 --> 00:26:02: sports and entertainment industry,  
 00:26:02 --> 00:26:05: Tara extensive and proven experience to her role as  
 00:26:05 --> 00:26:06: president  
 00:26:06 --> 00:26:10: of Klyde,  
 00:26:10 --> 00:26:13: Warren Park. And she's also joined today with Jim Burnett,  
 00:26:13 --> 00:26:16: and I will let her introduce Jim and have Terra  
 00:26:16 --> 00:26:18: talked to us about Klyde Warren Park.  
 00:26:18 --> 00:26:20: Thank you so much for being here.  
 00:26:20 --> 00:26:23: Thanks, Kathy, and I'm really  
 00:26:23 --> 00:26:26: excited that Jim could be with us today.  
 00:26:26 --> 00:26:30: He is the founder of our firm where a 30  
 00:26:30 --> 00:26:33: year old landscape architecture firm with offices in five cities  
 00:26:33 --> 00:26:35: across the country and Jim is the design.  
 00:26:35 --> 00:26:38: The design genius really behind Clyde Warren Park.  
 00:26:38 --> 00:26:41: So the fact that we have him?  
 00:26:41 --> 00:26:42: With us today and can share a little bit about  
 00:26:42 --> 00:26:44: that.  
 00:26:44 --> 00:26:47: Barky knows the whole back story.  
 00:26:47 --> 00:26:48: He was there when it was simply an idea he  
 00:26:48 --> 00:26:52: there was a community.  
 00:26:52 --> 00:26:52: There were several community leaders that were thinking  
 00:26:52 --> 00:26:54: about covering  
 00:26:54 --> 00:26:56: this freeway,  
 00:26:56 --> 00:27:00: connecting two sections of Dallas,  
 00:27:00 --> 00:27:01: the Uptown side, and the downtown side.  
 00:27:01 --> 00:27:05: And what you see here on the screen is a  
 00:27:05 --> 00:27:06: 5.2 acre deck park.  
 00:27:06 --> 00:27:10: Now Jim schedule is very tight and he's gotta go  
 00:27:10 --> 00:27:10: in just a few minutes.  
 00:27:10 --> 00:27:13: So I thought maybe I'd let him say a few  
 00:27:13 --> 00:27:15: words.  
 00:27:15 --> 00:27:18: Let him, you know, give a little bit of his  
 00:27:18 --> 00:27:21: back story related to the park,  
 00:27:21 --> 00:27:24: and then I can go through the funding novan you  
 00:27:24 --> 00:27:24: have set a very high bar and I cannot follow  
 00:27:24 --> 00:27:24: you because we have very very different projects and I

00:27:24 --> 00:27:27: am really excited with what you're doing on the 11th  
00:27:27 --> 00:27:28: St Bridge Park.  
00:27:28 --> 00:27:31: It is phenomenal and kudos to you and your team.  
00:27:31 --> 00:27:34: We're going to show you a very different project.  
00:27:34 --> 00:27:35: It is still a connection.  
00:27:35 --> 00:27:38: It is still a this is a part built out  
00:27:38 --> 00:27:40: of thin air that connected Uptown.  
00:27:40 --> 00:27:42: Dallas, where there was no residential.  
00:27:42 --> 00:27:45: There was buildings that turned their back to a noisy  
00:27:45 --> 00:27:48: loud freeway and there was Uptown Dallas,  
00:27:48 --> 00:27:51: which turned its back to a noisy loud freeway.  
00:27:51 --> 00:27:54: This tower you see here did not exist when the  
00:27:54 --> 00:27:54: park started.  
00:27:54 --> 00:27:57: This piece of art over here in the distance.  
00:27:57 --> 00:27:59: Now there's a building there,  
00:27:59 --> 00:28:02: so before I get too far into the weeds,  
00:28:02 --> 00:28:05: I'd love for Jim just to give you a little  
00:28:05 --> 00:28:08: bit of the back story of how a big idea  
00:28:08 --> 00:28:09: became reality.  
00:28:09 --> 00:28:11: Jim, do you mind jumping in?  
00:28:11 --> 00:28:15: Sure, thank you Terra and and it's and it really  
00:28:15 --> 00:28:19: is great to hear how far along you are and  
00:28:19 --> 00:28:23: what's going on with the 11th St and we didn't  
00:28:23 --> 00:28:25: have this kind of organization in Dallas.  
00:28:25 --> 00:28:29: I mean there were stakeholders that that were very  
00:28:29 --> 00:28:33: interested.  
00:28:29 --> 00:28:33: The city was involved. The community was invited to  
00:28:33 --> 00:28:34: participate  
00:28:33 --> 00:28:34: in Charrettes,  
00:28:34 --> 00:28:38: but you're far ahead of of of where we were.  
00:28:38 --> 00:28:42: It did take 10 years to get from.  
00:28:42 --> 00:28:44: The first ideas of covering this up.  
00:28:44 --> 00:28:46: Now the freeway was existing.  
00:28:46 --> 00:28:48: We didn't change the roadbed.  
00:28:48 --> 00:28:53: From a technical standpoint, we really just built perimeter  
00:28:53 --> 00:28:54: walls  
00:28:53 --> 00:28:54: and dropped in box beams.  
00:28:54 --> 00:28:57: So you know there was I.  
00:28:57 --> 00:29:00: I don't know, it was still a \$70,000 cover for  
00:29:01 --> 00:29:01: five acres,  
00:29:01 --> 00:29:04: a \$70 million cover for five acres.  
00:29:04 --> 00:29:07: But it was a it was a it seemed kind  
00:29:07 --> 00:29:10: of achievable from that standpoint.



00:29:10 --> 00:29:14: Now getting the money. Took ten years to kind of  
 00:29:14 --> 00:29:16: come from come to fruition.  
 00:29:16 --> 00:29:19: A man and I'm going to let Terry talk about  
 00:29:19 --> 00:29:20: a lot of this,  
 00:29:20 --> 00:29:25: but I just really want to listen and hear what  
 00:29:25 --> 00:29:27: you guys are up to and bond.  
 00:29:27 --> 00:29:32: It's just amazing. The programs you've put together.  
 00:29:32 --> 00:29:33: In Washington and you know,  
 00:29:33 --> 00:29:36: we I think. Like Terrace said,  
 00:29:36 --> 00:29:40: it's a little different. We're connecting an arts district.  
 00:29:40 --> 00:29:43: It was designed by Sasaki in the 80s to be  
 00:29:43 --> 00:29:44: the largest,  
 00:29:44 --> 00:29:48: you know, continuous kind of collective art district in in  
 00:29:48 --> 00:29:52: the country and not totally realized to an area called  
 00:29:52 --> 00:29:52: Uptown.  
 00:29:52 --> 00:29:56: So there was a big gap and we were covering  
 00:29:56 --> 00:30:00: that up and trying to kind of connect the downtown,  
 00:30:00 --> 00:30:04: extend the downtown and subsequently we saw things  
 00:30:04 --> 00:30:05: change quite  
 00:30:05 --> 00:30:09: dramatically once.  
 00:30:09 --> 00:30:11: Once the park opened, it actually took quite a while  
 00:30:11 --> 00:30:14: for people to believe it,  
 00:30:14 --> 00:30:18: even after construction started and then finally,  
 00:30:18 --> 00:30:19: when you know, we started looking at opening dates in  
 00:30:19 --> 00:30:23: 2012.  
 00:30:23 --> 00:30:26: People really started. We started to see quite a transition  
 00:30:26 --> 00:30:31: and in the way people were connecting to it.  
 00:30:31 --> 00:30:35: I think one of the good stories about Clyde Warren  
 00:30:35 --> 00:30:36: is that not only did it kind of repair this  
 00:30:36 --> 00:30:41: big gash.  
 00:30:41 --> 00:30:43: Through downtown, but it also changed the perception of  
 00:30:43 --> 00:30:47: downtown  
 00:30:47 --> 00:30:52: as being a walkable city.  
 00:30:52 --> 00:30:57: I think before that people would hop in their car  
 00:30:57 --> 00:31:00: to go five blocks and we started to see streetscapes  
 00:31:00 --> 00:31:05: being formed differently shaped being a more important  
 00:31:05 --> 00:31:07: issue,  
 00:31:07 --> 00:31:10: new projects, housing, office, retail,  
 00:31:10 --> 00:31:11: all incorporated pocket parks and the city really became very  
 00:31:11 --> 00:31:13: aggressive with the.  
 00:31:13 --> 00:31:15: Downtown Parks master plan. So different things came out of  
 00:31:15 --> 00:31:17: this.  
 00:31:17 --> 00:31:19: I will say from an equity standpoint,

00:31:13 --> 00:31:17: this park is open to the entire city and Terra  
00:31:17 --> 00:31:18: can go into detail.  
00:31:18 --> 00:31:21: She ran this part for five years.  
00:31:21 --> 00:31:23: We were so impressed with what she did.  
00:31:23 --> 00:31:27: We said if you ever want to leave for any  
00:31:27 --> 00:31:27: reason,  
00:31:27 --> 00:31:31: please call us and she said I think you know  
00:31:31 --> 00:31:31: that.  
00:31:31 --> 00:31:35: Never know so and then she called us one day  
00:31:35 --> 00:31:36: and said,  
00:31:36 --> 00:31:39: I've done this. I'd like to look at other things  
00:31:39 --> 00:31:43: and now she's helping us with with parks around the  
00:31:43 --> 00:31:43: country.  
00:31:43 --> 00:31:45: And so Terra take it away.  
00:31:45 --> 00:31:49: Thank you for letting me listen and be a part  
00:31:49 --> 00:31:50: of your program.  
00:31:50 --> 00:31:54: And, uh, oh, JB will help in any way.  
00:31:54 --> 00:31:57: Going forward. Sharing documents we have and you know,  
00:31:57 --> 00:31:59: costing anything that can be helpful.  
00:31:59 --> 00:32:02: So we're we're pushing and very supportive for a.  
00:32:02 --> 00:32:05: For Rhonda, we want to see this go.  
00:32:05 --> 00:32:08: It's it's definitely. Something that needs to happen.  
00:32:08 --> 00:32:10: It was a it's a.  
00:32:10 --> 00:32:13: It's another one of those scars that we have all  
00:32:13 --> 00:32:14: over this country.  
00:32:14 --> 00:32:15: So Terra take it  
00:32:15 --> 00:32:19: away. Thanks Jim. So one of the things I'll touch  
00:32:19 --> 00:32:21: on right now is we had a P3 and I  
00:32:21 --> 00:32:23: think your P4 model is genius.  
00:32:23 --> 00:32:26: Keith gave me a really great deep dive into what  
00:32:26 --> 00:32:29: the vision is for that and I applaud you for  
00:32:29 --> 00:32:29: it.  
00:32:29 --> 00:32:32: I think it is. It's an idea that's needed RP  
00:32:32 --> 00:32:34: 3 which is traditional.  
00:32:34 --> 00:32:37: This idea, like yours was born out of the private  
00:32:37 --> 00:32:37: sector.  
00:32:37 --> 00:32:40: So like Mr. Anderson is your champion,  
00:32:40 --> 00:32:42: we had a champion in Dallas.  
00:32:42 --> 00:32:46: We had a couple of leaders that were thinking along  
00:32:46 --> 00:32:48: the same lines of connecting,  
00:32:48 --> 00:32:52: building a park over this freeway to connect these two  
00:32:52 --> 00:32:53: sides of Dallas.

00:32:53 --> 00:32:57: Those ideas came together. They created a non profit A501C3

00:32:57 --> 00:32:59: and brought the idea to the city,

00:32:59 --> 00:33:03: the city said yeah, that's the craziest thing we've ever

00:33:03 --> 00:33:03: heard.

00:33:03 --> 00:33:06: That'll never work, but go for it.

00:33:06 --> 00:33:09: Give it a try. And so they gave him six

00:33:09 --> 00:33:13: weeks and said show us that the community is behind

00:33:13 --> 00:33:14: the show.

00:33:14 --> 00:33:17: Is there's private money that could be invested and will

00:33:17 --> 00:33:18: put you on the bond.

00:33:18 --> 00:33:21: And so in six weeks they raised \$10 million.

00:33:21 --> 00:33:24: That was their challenge and they got on a bond

00:33:24 --> 00:33:28: and we're in the city of Dallas committed \$20 million

00:33:28 --> 00:33:31: through a bond followed by text DOT the Texas Department

00:33:31 --> 00:33:34: of Transportation, putting in 20 million because it was a

00:33:34 --> 00:33:36: bridge because there was infrastructure funding.

00:33:36 --> 00:33:39: And I think the. The best opportunity right now is

00:33:39 --> 00:33:43: what the Biden administration is doing and all the different

00:33:43 --> 00:33:45: infrastructure components that reconnect.

00:33:45 --> 00:33:49: Rondo could apply for in terms of federal funding for

00:33:49 --> 00:33:50: your project,

00:33:50 --> 00:33:53: I think there's a lot more there.

00:33:53 --> 00:33:55: 55 million was raised in private money.

00:33:55 --> 00:33:58: That was philanthropies, individuals, corporate foundations,

00:33:58 --> 00:34:01: private foundations that was led by the community

00:34:01 --> 00:34:06: champions,

00:34:06 --> 00:34:08: the civic leaders that stood shoulder to shoulder and simply

00:34:08 --> 00:34:12: would not take no for an answer.

00:34:12 --> 00:34:14: The stimulus money, the gap that made it complete came

00:34:14 --> 00:34:16: at the at the last minute.

00:34:16 --> 00:34:19: There was a shovel ready project,

00:34:19 --> 00:34:21: so a lot of the design that Jim was working

00:34:21 --> 00:34:25: on there was a base design.

00:34:25 --> 00:34:26: And then there were enhancements that could take place

00:34:26 --> 00:34:30: depending

00:34:30 --> 00:34:33: on the level of funding,

00:34:33 --> 00:34:37: whether there would be more federal funding or more private

00:34:37 --> 00:34:39: funding.

00:34:39 --> 00:34:44: \$112 million was raised, 97 million was spent.

00:34:44 --> 00:34:47: That was intentional. The delta was the private money raised

00:34:47 --> 00:34:50: so that the park could be.

00:34:50 --> 00:34:53: Operated from the beginning until it becomes self sufficient.

00:34:44 --> 00:34:47: And So what that meant was there was a the  
00:34:47 --> 00:34:49: city of Dallas owns the park.  
00:34:49 --> 00:34:52: The 501C3 manages it for the city.  
00:34:52 --> 00:34:55: There's a use agreement. A development agreement was  
first,  
00:34:55 --> 00:34:59: then a use agreement, the 501C3 put the staff in  
00:34:59 --> 00:34:59: place.  
00:34:59 --> 00:35:02: The staff, or the people that was,  
00:35:02 --> 00:35:05: I was the President of that organization for the first  
00:35:05 --> 00:35:06: five years,  
00:35:06 --> 00:35:10: the park was operational by our fourth year of operations.  
00:35:10 --> 00:35:12: We made it revenue neutral,  
00:35:12 --> 00:35:15: meaning we generated all of the revenue we needed to  
00:35:15 --> 00:35:17: operate and maintain the park,  
00:35:17 --> 00:35:19: and we did it through 5.  
00:35:19 --> 00:35:23: Revenue streams we did 1300 free programs and events.  
00:35:23 --> 00:35:26: That's a lot. That was intentional.  
00:35:26 --> 00:35:30: The purpose of those free programs and events was to  
00:35:30 --> 00:35:32: drive foot traffic,  
00:35:32 --> 00:35:35: which allowed us to get.  
00:35:35 --> 00:35:39: A restaurant on site that could be maintained so food  
00:35:39 --> 00:35:40: and beverage,  
00:35:40 --> 00:35:42: income, food, trucks, concessions, catering.  
00:35:42 --> 00:35:45: We could get a vet rental income,  
00:35:45 --> 00:35:50: product launches, brand activations, corporations doing  
events there individuals doing  
00:35:50 --> 00:35:54: events there we we've created a public Improvement District.  
00:35:54 --> 00:35:57: Some states call it a Business Improvement District.  
00:35:57 --> 00:36:01: We created sponsorship income because we had that foot  
traffic  
00:36:02 --> 00:36:05: because we were serving a million people annually.  
00:36:05 --> 00:36:10: We could generate sponsorship dollars that was impressions  
were there  
00:36:10 --> 00:36:13: and then lastly the last piece of our pie chart  
00:36:13 --> 00:36:17: was act like a nonprofit grants ongoing grant applications,  
00:36:17 --> 00:36:21: a fund raising event, ongoing annual giving campaigns.  
00:36:21 --> 00:36:25: We had a \$2,000,000 deficit our first year a million  
00:36:25 --> 00:36:28: our second half a million our third and by our  
00:36:29 --> 00:36:32: 4th year we were covering our operating costs.  
00:36:32 --> 00:36:35: 4.4 million in revenue to expense budget.  
00:36:35 --> 00:36:38: At 4.2 million since I've left,  
00:36:38 --> 00:36:40: they've continued to grow that.  
00:36:40 --> 00:36:42: Now they took a hit during COVID,

00:36:42 --> 00:36:46: no doubt, but what they're working towards is a revenue  
00:36:46 --> 00:36:48: model that covers all the capital costs as well.  
00:36:48 --> 00:36:51: So you have your annual operating budget as well as  
00:36:51 --> 00:36:53: your capital budget.  
00:36:53 --> 00:36:55: But how do we get there?  
00:36:55 --> 00:36:57: It all started with community engagement.  
00:36:57 --> 00:36:59: Well really, it started with an idea.  
00:36:59 --> 00:37:01: The idea got brought to the city,  
00:37:01 --> 00:37:04: the city, then it said yes will put you on  
00:37:04 --> 00:37:05: the bond.  
00:37:05 --> 00:37:09: Then the community became involved and it was traditional  
community  
00:37:09 --> 00:37:10: engagement at that point.  
00:37:10 --> 00:37:14: Come then then the engineering the feasibility had to take  
00:37:14 --> 00:37:17: place and so there are a lot of parallel tracks  
00:37:17 --> 00:37:18: that were running.  
00:37:18 --> 00:37:21: I think this is a great image of that's the  
00:37:21 --> 00:37:21: freeway.  
00:37:21 --> 00:37:24: This is the gap that we covered.  
00:37:24 --> 00:37:27: The decision was made to depress this freeway back in  
00:37:27 --> 00:37:30: the 50s and the city leaders at that time knew  
00:37:30 --> 00:37:33: they were disconnecting a community that had been there.  
00:37:33 --> 00:37:36: So there had been a community living on top of  
00:37:36 --> 00:37:40: this land and adjacent to this freeway and they all  
00:37:40 --> 00:37:40: moved.  
00:37:40 --> 00:37:43: Out of town, their their businesses had to move their  
00:37:43 --> 00:37:44: homes,  
00:37:44 --> 00:37:47: had to move. It was left with just basic vacancy  
00:37:47 --> 00:37:48: on both sides.  
00:37:48 --> 00:37:50: And so Jim and the structural engineers.  
00:37:50 --> 00:37:53: I won't spend a whole lot of time on the  
00:37:53 --> 00:37:55: the engineering of it,  
00:37:55 --> 00:37:59: but I think it's really important to think about because  
00:37:59 --> 00:38:02: there's a component that dictates to you what you can  
00:38:02 --> 00:38:04: put on top of a lid.  
00:38:04 --> 00:38:07: You need to consider you know what's what weight loads.  
00:38:07 --> 00:38:10: Can you bear when we were doing this project in  
00:38:10 --> 00:38:10: Dallas?  
00:38:10 --> 00:38:13: We weren't doing any highway work.  
00:38:13 --> 00:38:16: What text dot is now doing because of the success  
00:38:16 --> 00:38:17: of klyde.  
00:38:17 --> 00:38:21: Warren Park is thinking about that infrastructure when they're

00:38:21 --> 00:38:24: doing  
 00:38:24 --> 00:38:26: new projects in Houston in El Paso in Austin.  
 00:38:26 --> 00:38:30: They're thinking about in southern Dallas.  
 00:38:30 --> 00:38:30: That's that's another deck part that Dallas is currently  
 00:38:30 --> 00:38:30: building  
 00:38:30 --> 00:38:34: right now,  
 00:38:34 --> 00:38:35: and Southern Dallas because text Dot said we're doing the  
 00:38:35 --> 00:38:38: highway work.  
 00:38:38 --> 00:38:42: If the community gets behind this week and we can  
 00:38:42 --> 00:38:42: do the structure that Community can do the park on  
 00:38:42 --> 00:38:44: top,  
 00:38:44 --> 00:38:48: so. I really loved it,  
 00:38:48 --> 00:38:51: but text also now wants to see development on top.  
 00:38:51 --> 00:38:53: We advocate for green space and what can you do  
 00:38:53 --> 00:38:56: in combination with development?  
 00:38:56 --> 00:38:59: Can you? What structures can you support?  
 00:39:00 --> 00:39:02: We worked with the City of Seattle on a feasibility  
 00:39:02 --> 00:39:06: study for I-5 through Downtown Seattle,  
 00:39:06 --> 00:39:10: reconnecting 10 different neighborhoods through about a  
 00:39:10 --> 00:39:12: mile and a  
 00:39:12 --> 00:39:14: half stretch and and a lot of the feasibility was  
 00:39:14 --> 00:39:16: simply at the engineering level.  
 00:39:16 --> 00:39:17: Can we have affordable housing?  
 00:39:17 --> 00:39:20: Can we have a Community Center?  
 00:39:20 --> 00:39:21: Can we have a school?  
 00:39:21 --> 00:39:23: Can we have parks and what sections can each area  
 00:39:23 --> 00:39:26: support?  
 00:39:26 --> 00:39:27: So engineering things to think about.  
 00:39:27 --> 00:39:31: So as I scroll through these images of what the  
 00:39:31 --> 00:39:34: structure look like,  
 00:39:34 --> 00:39:35: that that's why I wanted to raise those questions because  
 00:39:35 --> 00:39:37: that has to be determined in advance before you realize  
 00:39:37 --> 00:39:40: you know,  
 00:39:40 --> 00:39:44: what are you going to take on?  
 00:39:44 --> 00:39:47: What are the elements of the space you're trying to  
 00:39:47 --> 00:39:48: create?  
 00:39:48 --> 00:39:51: I really love this image right here of these trenches.  
 00:39:51 --> 00:39:54: Then mentioned the box beams earlier and this is one  
 00:39:54 --> 00:39:56: of those engineering marvels.  
 00:39:56 --> 00:39:58: These beams allowed us to do a couple of things.  
 00:39:58 --> 00:39:59: One keep the park at grade so there are streets  
 00:39:59 --> 00:40:00: that existed surrounding the park.

00:39:56 --> 00:39:59: It was really important that that part not be on  
00:39:59 --> 00:40:00: a podium.  
00:40:00 --> 00:40:02: It not be above the cars driving by.  
00:40:02 --> 00:40:06: We wanted those sightlines so you could see into the  
00:40:06 --> 00:40:08: park you could see from one side to the other.  
00:40:08 --> 00:40:11: You saw people and families and activities taking place.  
00:40:11 --> 00:40:15: But these trenches also allowed us to put the trees.  
00:40:15 --> 00:40:18: In there these trees. There are hundreds of trees on  
00:40:18 --> 00:40:21: this 5.2 acre park and they are full and robust  
00:40:21 --> 00:40:22: and healthy.  
00:40:22 --> 00:40:25: And in fact they're growing faster than anybody expected and  
00:40:25 --> 00:40:28: in some areas they have have to be approved so  
00:40:28 --> 00:40:31: that the light is coming through and they're they're fantastic.  
00:40:31 --> 00:40:34: But these beings hold these trees and allow them to  
00:40:34 --> 00:40:36: just to flourish in their environment.  
00:40:36 --> 00:40:38: And I I refer to it as a condominium.  
00:40:38 --> 00:40:40: Each tree has its own condo.  
00:40:40 --> 00:40:43: It has its own kind of boundaries where its roots  
00:40:43 --> 00:40:44: can grow,  
00:40:44 --> 00:40:47: so when you have to replace a tree.  
00:40:47 --> 00:40:49: You're not disturbing the whole ecosystem,  
00:40:49 --> 00:40:51: and remember you're building over structure,  
00:40:51 --> 00:40:54: so there's there's. There's the highway underneath there.  
00:40:54 --> 00:40:58: Is this little vibration that takes place maintaining and  
operating  
00:40:59 --> 00:41:02: a park on structure is very different than doing it  
00:41:02 --> 00:41:03: on Terra Firma.  
00:41:03 --> 00:41:05: The life cycle is different.  
00:41:05 --> 00:41:08: The wear cycle the growing everything is just slightly  
different,  
00:41:08 --> 00:41:12: so understanding how to plan for that is really important.  
00:41:12 --> 00:41:14: The program of Klyde Warren Park.  
00:41:14 --> 00:41:17: I love that Bond talked about that earlier.  
00:41:17 --> 00:41:19: We looked at the program,  
00:41:19 --> 00:41:22: the park, the amenities, the features that would draw diverse  
00:41:22 --> 00:41:24: audience to come into this part.  
00:41:24 --> 00:41:27: One of the things that that Jim and the team  
00:41:27 --> 00:41:30: advocated for so strongly was this children's part,  
00:41:30 --> 00:41:34: but there were no children living in downtown Dallas when  
00:41:34 --> 00:41:35: this park was built,  
00:41:35 --> 00:41:39: but we knew it. Ojb based on our previous experience.  
00:41:39 --> 00:41:41: It's going to draw families.  
00:41:41 --> 00:41:42: You want families to come.

00:41:42 --> 00:41:45: You need this. Children play now.  
 00:41:45 --> 00:41:46: The park opened in 2012.  
 00:41:46 --> 00:41:51: It's 2021 the age demographic that's growing the fastest in  
 00:41:51 --> 00:41:54: downtown Dallas is zero to five years old.  
 00:41:54 --> 00:41:57: And So what that means is families are staying.  
 00:41:57 --> 00:42:00: They may have met, they may be working,  
 00:42:00 --> 00:42:03: you know when they got married and they meant in  
 00:42:03 --> 00:42:04: the past,  
 00:42:04 --> 00:42:06: they would leave. Now they're staying.  
 00:42:06 --> 00:42:10: Now there's residential downtown. There's 40,000 people  
 living within a  
 00:42:10 --> 00:42:11: 2 mile radius of the part.  
 00:42:11 --> 00:42:14: Now that was not the case when the park started  
 00:42:14 --> 00:42:15: construction.  
 00:42:15 --> 00:42:18: So you know, we had a lot of challenges.  
 00:42:18 --> 00:42:20: We had a an economic model.  
 00:42:20 --> 00:42:23: We had to figure out we had soil depths for  
 00:42:23 --> 00:42:23: trees.  
 00:42:23 --> 00:42:25: We had activation and St life.  
 00:42:25 --> 00:42:27: I mean nobody in Dallas.  
 00:42:27 --> 00:42:30: New wooden. Activated part meant that that was a foreign  
 00:42:30 --> 00:42:31: concept,  
 00:42:31 --> 00:42:34: so we had to kind of explain what that meant.  
 00:42:34 --> 00:42:37: Maintenance, you know, ongoing. How do we have a pallet  
 00:42:37 --> 00:42:40: and trees that will survive in this environment?  
 00:42:40 --> 00:42:43: I talked a little bit earlier about,  
 00:42:43 --> 00:42:46: you know what we raised and and what we spent  
 00:42:46 --> 00:42:47: to make it happen.  
 00:42:47 --> 00:42:51: When I was there our annual operating budget was around,  
 00:42:51 --> 00:42:54: you know. 4,000,000 Now it's a little bit over five.  
 00:42:54 --> 00:42:57: We did not grow our staff until we grew our  
 00:42:57 --> 00:42:58: revenue.  
 00:42:58 --> 00:43:01: So when we started, there was three of us.  
 00:43:01 --> 00:43:05: Now there's about 13 or 14 full time staff that  
 00:43:05 --> 00:43:06: run this part,  
 00:43:06 --> 00:43:09: and the reason there are so many is it's highly  
 00:43:09 --> 00:43:11: activated and it must generate revenue.  
 00:43:11 --> 00:43:14: Active spaces need to be actively managed.  
 00:43:14 --> 00:43:18: You don't have to do 1300 free programs and events  
 00:43:18 --> 00:43:20: to make it make it work.  
 00:43:20 --> 00:43:23: That was the model that worked for this park.  
 00:43:23 --> 00:43:26: What works for reconnect? Rondo may be very different,



00:43:26 --> 00:43:29: but it does take a dedicated group.

00:43:29 --> 00:43:31: To operate and maintain it to decide what do we

00:43:31 --> 00:43:32: outsource?

00:43:32 --> 00:43:34: Do we outsource custodial or security?

00:43:34 --> 00:43:36: Do we do we keep that in House?

00:43:36 --> 00:43:39: Do we have our own team doing it?

00:43:39 --> 00:43:42: What are they adjacent? Seas to our part?

00:43:42 --> 00:43:44: What businesses do we want to support?

00:43:44 --> 00:43:45: What do we want business?

00:43:45 --> 00:43:48: Do we want to see taking place in the part

00:43:48 --> 00:43:51: program partners or a fantastic way to engage and give

00:43:51 --> 00:43:53: back into the community?

00:43:53 --> 00:43:56: Who are the organizations that can come into the part

00:43:56 --> 00:43:58: to do the the educational programming,

00:43:58 --> 00:44:00: the arts and cultural programming to?

00:44:00 --> 00:44:04: Produced the events. One of the biggest outcomes for Clyde,

00:44:04 --> 00:44:08: Warren Park is \$6.2 billion in development has taken place

00:44:08 --> 00:44:09: since the park opened.

00:44:09 --> 00:44:13: The park is not the only reason that happened,

00:44:13 --> 00:44:16: but it is a major reason that it happened.

00:44:16 --> 00:44:20: If you look at a heat map of where businesses

00:44:20 --> 00:44:21: were located,

00:44:21 --> 00:44:23: they were moving away from the freeway.

00:44:23 --> 00:44:27: They are now moving back towards the park so there

00:44:27 --> 00:44:30: was not displacement in the traditional sense.

00:44:30 --> 00:44:34: But the word, because there were no businesses there to

00:44:34 --> 00:44:35: start with,

00:44:35 --> 00:44:38: they started coming into the space.

00:44:38 --> 00:44:42: So one of the things that the businesses are seeing

00:44:42 --> 00:44:44: is an increase in their land.

00:44:44 --> 00:44:49: Land was selling at \$80.00 a square foot before the

00:44:49 --> 00:44:50: part got built.

00:44:50 --> 00:44:54: Now it's almost 600, so it's a very different equation

00:44:54 --> 00:44:57: than the 11th St Bridge Park.

00:44:57 --> 00:45:00: It's a very different community then reconnect Rondo.

00:45:00 --> 00:45:03: That is the impact that has happened here and those

00:45:03 --> 00:45:07: were some of the objectives for creating this amazing park

00:45:07 --> 00:45:08: in downtown Dallas.

00:45:08 --> 00:45:11: And it was never set out to say we're going

00:45:11 --> 00:45:13: to create economic impact.

00:45:13 --> 00:45:15: That was what has happened,

00:45:15 --> 00:45:18: but we're very, very proud of the social impact that

00:45:18 --> 00:45:19: we've created.

00:45:19 --> 00:45:22: Clyde Warren Park is the winner of the 2014 ULI

00:45:22 --> 00:45:24: Open Space Award.

00:45:24 --> 00:45:26: That is a stamp of approval by ULI.

00:45:26 --> 00:45:28: We're incredibly proud of that.

00:45:28 --> 00:45:30: Said, we have made an economic.

00:45:30 --> 00:45:33: Impact we have made a social impact.

00:45:33 --> 00:45:37: We have made a communal impact and Clyde Warren Park

00:45:37 --> 00:45:38: to this day.

00:45:38 --> 00:45:41: Still is the place where the community comes to create

00:45:41 --> 00:45:43: memories and celebrations.

00:45:43 --> 00:45:46: This is where we came to mourn after the shootings

00:45:47 --> 00:45:50: in Dallas in July a couple of years ago.

00:45:50 --> 00:45:53: This is where we come for simulcast where we get

00:45:53 --> 00:45:57: to celebrate the arts when others may never even been

00:45:57 --> 00:46:01: exposed to different art forms where we have cultural

00:46:01 --> 00:46:03: celebrations.

00:46:01 --> 00:46:03: Where we have religious celebrations,

00:46:03 --> 00:46:05: this is where we do fitness.

00:46:05 --> 00:46:09: I used to joke that I had no reason not

00:46:09 --> 00:46:13: to workout because there was a fitness class going on

00:46:14 --> 00:46:16: at all times in the park for free,

00:46:16 --> 00:46:19: and so it was about creating festivals,

00:46:19 --> 00:46:22: creating business opportunities, just places to relax too.

00:46:22 --> 00:46:26: We never want of space to be overly programmed.

00:46:26 --> 00:46:29: We want it to have a balance between active and

00:46:30 --> 00:46:31: passive uses we wanted.

00:46:31 --> 00:46:33: We want to create dialogue.

00:46:33 --> 00:46:36: We want people to be able to come and just

00:46:36 --> 00:46:39: sit and enjoy play soccer on the lawn with their

00:46:39 --> 00:46:40: families,

00:46:40 --> 00:46:41: play a pickup game you know,

00:46:41 --> 00:46:43: meet people you've never met before.

00:46:43 --> 00:46:45: Let kids play in the water features.

00:46:45 --> 00:46:49: This park was actually rated the number one Splash Park

00:46:49 --> 00:46:52: in Dallas and we never intended it for be that

00:46:52 --> 00:46:53: to be that way.

00:46:53 --> 00:46:57: But we had interactive water features where families could

00:46:57 --> 00:47:00: have

00:46:57 --> 00:47:00: staycation's you never had to take your wallet out if

00:47:00 --> 00:47:01: you came to the park,

00:47:01 --> 00:47:04: but. You can have a full days worth of activities.

00:47:04 --> 00:47:07: We figured out programming that stacked activities together,

00:47:07 --> 00:47:10: so if you made the effort to get the kids  
 00:47:10 --> 00:47:14: in the stroller and get him out of the house,  
 00:47:14 --> 00:47:16: there were multiple things for you to do.  
 00:47:16 --> 00:47:19: Once you got to the park and there were also  
 00:47:19 --> 00:47:21: just places to play shade,  
 00:47:21 --> 00:47:24: you know kind of those things that in the design  
 00:47:24 --> 00:47:26: that caused people to linger longer.  
 00:47:26 --> 00:47:28: Water, shade, music, food and beverage.  
 00:47:28 --> 00:47:31: You know if you can provide some of those.  
 00:47:31 --> 00:47:35: Things are natural activators that create the foot traffic where  
 00:47:35 --> 00:47:37: you'll draw the community ends.  
 00:47:37 --> 00:47:40: Another thing that we found is you really want to  
 00:47:40 --> 00:47:43: look at your male to female ratio when you're you're  
 00:47:43 --> 00:47:47: designing for this park and you're activating the part that  
 00:47:47 --> 00:47:50: if you're. If you're attracting more women than men,  
 00:47:50 --> 00:47:52: that's a sign of safety.  
 00:47:52 --> 00:47:55: That's a sign that people women feel safe coming to  
 00:47:55 --> 00:47:58: your space and coming with their friends coming alone,  
 00:47:58 --> 00:48:02: bringing their children. So those kind of metrics once you  
 00:48:02 --> 00:48:02: open.  
 00:48:02 --> 00:48:05: You know, get I'm putting the cart way before the  
 00:48:05 --> 00:48:05: horse,  
 00:48:05 --> 00:48:08: I understand, but these are kind of the things you  
 00:48:08 --> 00:48:11: think about in when you're designing your space.  
 00:48:11 --> 00:48:14: When you're creating your program so that you have as  
 00:48:14 --> 00:48:17: much flexible space as possible to do as many different  
 00:48:17 --> 00:48:20: kinds of activities as possible at the same time,  
 00:48:20 --> 00:48:23: while also providing just kind of beauty and active space.  
 00:48:23 --> 00:48:26: And I have may have gone over my time,  
 00:48:26 --> 00:48:27: but as you can see,  
 00:48:27 --> 00:48:31: I get really excited talking about what parks and open  
 00:48:31 --> 00:48:34: space can do and how they can transform our community.  
 00:48:34 --> 00:48:37: Jim is there. Jim may have had to leave.  
 00:48:37 --> 00:48:38: He had a meeting.  
 00:48:38 --> 00:48:42: Had to leave yes. Para.  
 00:48:42 --> 00:48:44: Thank you so much Terra.  
 00:48:44 --> 00:48:46: This is just an incredible project.  
 00:48:46 --> 00:48:51: It's nice to see a project that has been implemented  
 00:48:51 --> 00:48:54: and the success of it.  
 00:48:54 --> 00:48:56: And and like you said,  
 00:48:56 --> 00:48:59: while all of the parameters are not directly related to  
 00:48:59 --> 00:49:00: Rondo,

00:49:00 --> 00:49:05: there are certainly so many lessons learned that we can  
00:49:05 --> 00:49:06: take from this.  
00:49:06 --> 00:49:09: Peace. Do you have any other?  
00:49:09 --> 00:49:10: Comments like  
00:49:10 --> 00:49:12: yeah, I just appreciate so much.  
00:49:12 --> 00:49:16: I just put in the chat just it is so  
00:49:16 --> 00:49:20: important that we really take a look at all the  
00:49:20 --> 00:49:21: case studies,  
00:49:21 --> 00:49:25: but particularly the way that these two really express 2  
00:49:25 --> 00:49:27: very unique propositions.  
00:49:27 --> 00:49:31: One that really is founded on on as a community  
00:49:31 --> 00:49:32: driven proposition,  
00:49:32 --> 00:49:36: the way that we define it in our neighborhood,  
00:49:36 --> 00:49:39: but also recognizing the layers and complexities.  
00:49:39 --> 00:49:42: That are associated with something like this and how  
programming  
00:49:42 --> 00:49:46: can emerge in real time that really communities can enjoy.  
00:49:46 --> 00:49:50: But we always want to keep our eyes on.  
00:49:50 --> 00:49:53: The the any, anything that we perceive or view to  
00:49:53 --> 00:49:57: be a negative impact on the Community as a whole.  
00:49:57 --> 00:50:00: So I appreciate so much seeing the contrast and the  
00:50:00 --> 00:50:01: similarities present.  
00:50:01 --> 00:50:05: What I'd like to do is also just give people  
00:50:05 --> 00:50:08: a sense of through a quick video and just so  
00:50:08 --> 00:50:12: that we know this is going to require public resources  
00:50:12 --> 00:50:16: not only as it relates to local dollars but also  
00:50:16 --> 00:50:17: federal dollars.  
00:50:17 --> 00:50:20: And we do see an incredible alignment happening.  
00:50:20 --> 00:50:23: Now at the local level and the national level,  
00:50:23 --> 00:50:27: and I just want to offer this video that's queued  
00:50:27 --> 00:50:27: up.  
00:50:27 --> 00:50:30: That helps you to understand the federal advocacy that's  
taking  
00:50:30 --> 00:50:31: place in support.  
00:50:31 --> 00:50:35: Keep in mind we've got a long road to go.  
00:50:35 --> 00:50:38: We're only in chapter 2 if you will of several  
00:50:38 --> 00:50:41: chapters that have to be written moving forward,  
00:50:41 --> 00:50:44: so I'll turn it over to Caroline and her team  
00:50:44 --> 00:50:47: to show the video while we get people situated for  
00:50:47 --> 00:50:49: their respective groups.  
00:50:50 --> 00:50:53: And again, Tara, thank you so much for.  
00:50:53 --> 00:50:55: Your time and your presentation.  
00:50:55 --> 00:50:56: Thank you for

00:50:56 --> 00:51:03: inviting me. Appreciate it. Secretary Buddha

00:51:03 --> 00:51:06: Judge I want to come back to you on a

00:51:06 --> 00:51:10: question about how the American jobs plan proposal to \$20

00:51:10 --> 00:51:15: billion grant program to help reconnect communities that have been

00:51:15 --> 00:51:18: split apart by the creation of federal highways.

00:51:19 --> 00:51:22: So just give me a minute to tell you about

00:51:22 --> 00:51:26: the story of the Rondo neighborhood in Saint Paul.

00:51:26 --> 00:51:30: Rondo was a lively community with hundreds of prospering black

00:51:30 --> 00:51:32: businesses and family homes,

00:51:32 --> 00:51:36: 88 percent, 80%. Of Saint Paul's African American population lived

00:51:36 --> 00:51:37: in Rondo,

00:51:37 --> 00:51:40: including a strong and flourishing middle class,

00:51:40 --> 00:51:43: and then in the late 1950s and 1960s.

00:51:43 --> 00:51:47: You know this story. Construction of the I-94 in a

00:51:47 --> 00:51:51: straight line literally ripped this community in half.

00:51:51 --> 00:51:55: 700 homes owned by black families were destroyed.

00:51:55 --> 00:51:59: 300 businesses gone forever and the destruction of these homes

00:51:59 --> 00:52:03: and businesses had a devastating impact on this community.

00:52:03 --> 00:52:06: \$157 million in home equity loss.

00:52:06 --> 00:52:09: That's equity that never was able to be passed on

00:52:09 --> 00:52:14: and has clearly contributed to the intergenerational wealth gap that

00:52:14 --> 00:52:18: we see so significantly in Rondo in Minnesota and and

00:52:18 --> 00:52:22: the whole country. So. But here's the good news.

00:52:22 --> 00:52:25: The Amazing community group called Reconnect.

00:52:25 --> 00:52:28: Rondo has a vision for how to build a land

00:52:28 --> 00:52:33: bridge over the I-94 freeway and create an African American.

00:52:33 --> 00:52:36: Arts and enterprise and culture and living community.

00:52:36 --> 00:52:39: So could you in the few seconds that I have

00:52:39 --> 00:52:42: left talked to us a little bit about how that

00:52:42 --> 00:52:46: vision for reconnect Rondo fits with what your vision is.

00:52:46 --> 00:52:48: For that \$20 billion grant program.

00:52:49 --> 00:52:51: Well, thank you, thank you very briefly.

00:52:51 --> 00:52:54: This is certainly an example of what we've been talking

00:52:55 --> 00:52:58: about in terms of how federal dollars often served to

00:52:58 --> 00:52:58: segregate,

00:52:58 --> 00:53:01: divide, or destroy neighborhoods of color and.

00:53:01 --> 00:53:02: And, as your example illustrates,

00:53:02 --> 00:53:06: this is not something that was confined to one region

00:53:06 --> 00:53:09: of the country it happened in so many different places.

00:53:09 --> 00:53:11: So now the question is,

00:53:11 --> 00:53:13: how can we write that wrong?

00:53:13 --> 00:53:16: Sometimes that that in some geographies that's meant removing,

00:53:16 --> 00:53:18: replacing, or submerging a highway in.

00:53:18 --> 00:53:21: Others, it means working around it and and that's,

00:53:21 --> 00:53:24: I think, an elegant quality of the of the proposal

00:53:24 --> 00:53:27: you're describing and and these are the kinds of initiatives

00:53:27 --> 00:53:30: that we want to support with federal dollars in visions

00:53:30 --> 00:53:32: like the American jobs Plan again,

00:53:32 --> 00:53:34: largely because we know in a previous generation it was

00:53:34 --> 00:53:35: federal dollars.

00:53:35 --> 00:53:38: Sometimes that created the problem to begin with.

00:53:38 --> 00:53:40: Thank you, secretary, that was no accident.

00:53:40 --> 00:53:43: Of course, that that's where the route for I-94 Freeway

00:53:43 --> 00:53:43: was chosen,

00:53:43 --> 00:53:46: and I think there's an opportunity to restore that community.

00:53:46 --> 00:53:49: And I would welcome you coming to Minnesota.

00:53:49 --> 00:53:51: To see their vision and to imagine with us what

00:53:51 --> 00:53:52: we could do there.

00:53:52 --> 00:53:53: Thank you very much.

00:53:59 --> 00:53:59: Thank

00:53:59 --> 00:54:10: you. Keith,

00:54:10 --> 00:54:13: I think you're on mute or we waiting for

00:54:13 --> 00:54:15: the next step, right? Right?

00:54:15 --> 00:54:18: So I I think that really illustrates kind of the

00:54:18 --> 00:54:20: alignment and the question really.

00:54:20 --> 00:54:22: Just as Vaughn has laid out,

00:54:22 --> 00:54:25: we've got some work to ready ourselves.

00:54:25 --> 00:54:27: Whether we're talking about business incubation,

00:54:27 --> 00:54:29: whether we're talking about workforce development,

00:54:29 --> 00:54:33: where we're talking about resourcing the ecosystem to address housing

00:54:33 --> 00:54:33: issues,

00:54:33 --> 00:54:36: whether or not we need to really take a look

00:54:36 --> 00:54:40: at policies and programming that really address anti displacement.

00:54:40 --> 00:54:43: Uh, and that also translates into direct benefit to the

00:54:43 --> 00:54:46: community so we can see what's before us.

00:54:46 --> 00:54:47: A lot of work ahead,

00:54:47 --> 00:54:51: and I'm just excited for you all to be a

00:54:51 --> 00:54:53: part of that.

---

*This video transcript has been machine-generated, so it may not be accurate. It is for personal use only. Reproduction or use without written permission is prohibited. If you have a correction or for permission inquiries, please contact [\[email protected\]](#).*