

# Webinar

## What Does Racial Equity Look Like in Real Estate Development?

Date: May 25, 2022

00:00:00 --> 00:00:03: OK, it looks like we have a lot of people  
 00:00:03 --> 00:00:06: who have joined us today. Welcome to the webinar on  
 00:00:06 --> 00:00:09: what racial equity looks like in real estate development.  
 00:00:10 --> 00:00:13: But I first want to make a couple of comments.  
 00:00:13 --> 00:00:17: Today marks the two year anniversary of the murder of  
 00:00:17 --> 00:00:20: George Floyd, and from that a lot of action has  
 00:00:20 --> 00:00:24: been taken across the country, although not clearly enough  
 and  
 00:00:24 --> 00:00:27: you all, I has been very focused on what it  
 00:00:27 --> 00:00:30: is that we can do and what our role is  
 00:00:30 --> 00:00:34: in doing more to create more equitable communities and to  
 00:00:34 --> 00:00:37: be more thoughtful about our approaches. I also want to  
 00:00:37 --> 00:00:40: acknowledge the horrific actions.  
 00:00:40 --> 00:00:45: That occurred yesterday in Texas having just attended our  
 son's  
 00:00:45 --> 00:00:49: college graduation over the weekend. I cannot even imagine.  
 00:00:51 --> 00:00:54: What those families and friends and parents are feeling?  
 00:00:55 --> 00:00:59: OK, on to today's webinar. The 10 principles for embedding  
 00:01:00 --> 00:01:04: racial equity in real estate development is a recent UI  
 00:01:04 --> 00:01:08: publication that features 10 guiding ideas on how individual  
 real  
 00:01:08 --> 00:01:13: estate practitioners can make racial equity a central part of  
 00:01:13 --> 00:01:14: their work.  
 00:01:15 --> 00:01:16: This report is member driven.  
 00:01:17 --> 00:01:22: To identify the principles the building healthy places initiative  
 held  
 00:01:22 --> 00:01:25: a workshop in November of 2021, which UL I trustee  
 00:01:25 --> 00:01:29: AJ Jackson, chaired and over the course of two days  
 00:01:29 --> 00:01:32: a diverse group of more than 35 members and other  
 00:01:32 --> 00:01:37: industry experts shared insights about how they are

prioritizing racial equity throughout their work and leveraging the development process to foster more equitable outcomes in communities.

The report is actionable. The principles themselves are high level ideas, but the report does include best practices and concrete examples of applying the principles so that readers can immediately begin using them.

And this report is made for individuals. The ideas are usable and practitioners day to day work and readers do not have to wait for organizational or industry change to being meaningfully embedding racial equity into their professional practice. The goal of the report is to help equip real estate professionals across geographies, sectors and backgrounds to deliver the financial and social benefits of equity to all stakeholders.

Developers and partners. The local community and cities. This requires understanding the history of racial injustice in the United States and the role that real estate has played in it.

Now the industry has an opportunity and responsibility to foster more equitable outcomes in the places all of us live, work and play.

This directly aligns with utilized mission to shape the future of the built environment for transformative impact in communities, all communities worldwide. The principles are an important start, but we also recognize that change requires a sustained long term commitment to this work.

We are excited to continue supporting Members on their own journeys and ensuring that they can turn to Yuli for best practices on these important topics. And now I'm going to turn it over to AJ Jackson, the executive Vice President, social impact investing at JBG Smith, and our workshop chair over to you, AJ.

Thank you, Gwyneth. Good day everybody and thank you for

00:03:38 --> 00:03:41: for joining us. Just as a quick reminder of the  
00:03:41 --> 00:03:44: webinar is being recorded and also one little housekeeping  
note,  
00:03:44 --> 00:03:47: please use the Q&A for questions rather than rather than  
00:03:47 --> 00:03:50: the chat. We can have other discussions the chat, but  
00:03:50 --> 00:03:53: to help the team keep track of questions please use  
00:03:53 --> 00:03:55: the Q&A feature in the in the webinar.  
00:03:57 --> 00:03:59: I want to just start by setting a little bit  
00:03:59 --> 00:04:03: of context and talking about it. I'm not sure that  
00:04:03 --> 00:04:07: if you can advance these talking about building healthy  
places  
00:04:07 --> 00:04:11: so the webinars organized by the ULI Institute's building  
Healthy  
00:04:11 --> 00:04:15: Places Initiative and building healthy Places is an initiative  
that  
00:04:15 --> 00:04:19: was created in 2013 really to shape projects in places  
00:04:19 --> 00:04:23: that improve the health of people in communities. And as  
00:04:23 --> 00:04:26: we're becoming increasingly aware, health and equity are.  
00:04:27 --> 00:04:30: And equity or inextricably linked, and so increasing equity  
drives  
00:04:30 --> 00:04:33: better health outcomes, and so the efforts to focus on  
00:04:33 --> 00:04:36: equity are natural part of the initiatives work. And I  
00:04:36 --> 00:04:39: want to thank the initiative and and the Robert Wood  
00:04:39 --> 00:04:42: Johnson Foundation for making the the publication the 10  
principles  
00:04:42 --> 00:04:43: possible.  
00:04:44 --> 00:04:48: For those of you who don't know, building healthy places  
00:04:48 --> 00:04:51: is a part of the Urban Land Institute and the  
00:04:51 --> 00:04:55: Urban Land Institute is a research project organization that's  
dedicated  
00:04:55 --> 00:04:59: to education and shaping the future of the built environment  
00:04:59 --> 00:05:04: for transformative impacts in communities worldwide and  
today, we're going  
00:05:04 --> 00:05:07: to live into that mission by really bringing together an  
00:05:07 --> 00:05:11: All Star group of passionate, diverse members to share their  
00:05:11 --> 00:05:15: best practices for equitable land use and to help inspire  
00:05:15 --> 00:05:15: us.  
00:05:15 --> 00:05:18: I think the the webinar hopefully will demonstrate that there  
00:05:18 --> 00:05:22: are many different pathways for embedding equity and are in  
00:05:22 --> 00:05:25: our day-to-day work that apply all across the spectrum no  
00:05:25 --> 00:05:29: matter where where we are geographically and what part of  
00:05:29 --> 00:05:31: the development process we're touching.  
00:05:32 --> 00:05:36: Like many organizations, the Urban Land Institute has a  
commitment

00:05:36 --> 00:05:40: to diversity, equity, and inclusion that's evidenced in its DI  
00:05:40 --> 00:05:43: statement. I think what's important, I won't read the statement  
00:05:44 --> 00:05:47: for you, but I think what's important to understand about  
00:05:47 --> 00:05:48: this. The statement is that.  
00:05:49 --> 00:05:53: There is a focus, increased focus on equity inclusion and  
00:05:53 --> 00:05:57: real estate because equity is value add. It's not just  
00:05:57 --> 00:06:00: a bonus, it's not a nice to do. It is  
00:06:00 --> 00:06:03: a truly value added part of real estate.  
00:06:03 --> 00:06:06: We met last year in Chicago and in that city  
00:06:06 --> 00:06:11: the Metropolitan County Policy Council conducted an  
analysis and said  
00:06:11 --> 00:06:14: if Chicago, IL went from being one of the most  
00:06:14 --> 00:06:17: segregated cities in the United States, which it is today  
00:06:17 --> 00:06:21: to being a mid tier city in terms of segregation.  
00:06:21 --> 00:06:24: So not one of the least segregated but just kind  
00:06:24 --> 00:06:27: of middle of the pack, that not only would we  
00:06:27 --> 00:06:31: see longer, healthier lives for residents, but we'd see 83,000  
00:06:31 --> 00:06:34: more college educated residents. We'd see 30%.  
00:06:34 --> 00:06:37: Fewer homicides we'd see four, about four and a half  
00:06:37 --> 00:06:41: billion dollars annually of additional income for residents and  
would  
00:06:41 --> 00:06:44: see a \$6 billion increase in the value of residential  
00:06:45 --> 00:06:48: real estate alone in the city. So there's a clear  
00:06:48 --> 00:06:51: link between equity and economic outcomes as well as  
equity  
00:06:51 --> 00:06:55: and social and social outcomes. It's important. Part of why  
00:06:55 --> 00:06:58: this is a broad focus across across the Urban Land  
00:06:58 --> 00:06:59: Institute.  
00:07:00 --> 00:07:03: Turning to the 10 principles themselves.  
00:07:04 --> 00:07:07: What we've heard clearly from our Members, really. Even  
before  
00:07:07 --> 00:07:11: the murder of George Floyd, but certainly amplified since  
then,  
00:07:11 --> 00:07:15: is that many members recognize the social and economic  
importance  
00:07:15 --> 00:07:18: of an increased focus on equity, but need guidance on  
00:07:18 --> 00:07:21: how to operationalize it. And so we were excited this  
00:07:21 --> 00:07:24: April to release the 10 principles for embedding racial equity  
and real estate development. As Gwyneth mentioned, it was  
00:07:24 --> 00:07:28: the  
00:07:28 --> 00:07:30: culmination of a lot of member engagement as well as  
00:07:31 --> 00:07:33: research, and the two workshops that we conducted.  
00:07:34 --> 00:07:37: That we conducted that last fall and what the report  
00:07:37 --> 00:07:40: does is describe 10 guiding ideas for all of us

00:07:40 --> 00:07:46: as practitioners to integrate racial equity throughout the development lifecycle,

00:07:46 --> 00:07:49: right? So the report is focused on translating our interest

00:07:49 --> 00:07:53: into action, and today I'm really excited that we're going

00:07:53 --> 00:07:57: to hear from speakers who help contribute to that report

00:07:57 --> 00:08:00: of report about how they're doing it in their work.

00:08:03 --> 00:08:05: To set the table and I believe this has been

00:08:05 --> 00:08:08: posted in the chat, here are the 10 principles that

00:08:08 --> 00:08:11: were created by the working Group A couple of words

00:08:11 --> 00:08:14: about the principles and I won't. I won't read them

00:08:14 --> 00:08:17: off for you, but principles by definition are are fundamental

00:08:17 --> 00:08:20: tenets from which other rules and truths can be derived,

00:08:20 --> 00:08:24: right? So they're guide. They're not a checklist, and the

00:08:24 --> 00:08:26: goal of the report and the goal of the principles

00:08:26 --> 00:08:29: is to give everyone here and all of us in

00:08:29 --> 00:08:32: who practice full state development toolkit, from which you

can

00:08:32 --> 00:08:33: take what you need.

00:08:33 --> 00:08:36: You don't have to do everyone. Apply every one of

00:08:36 --> 00:08:40: the principles in every situation. You don't have to apply

00:08:40 --> 00:08:43: them in order. It's again, it's not a manual, it's

00:08:43 --> 00:08:47: a framework. The principles can be applied differently

depending on

00:08:47 --> 00:08:50: your role and the aspect of the development process in

00:08:50 --> 00:08:53: which you that you touch. But the key theme that

00:08:53 --> 00:08:56: underlined both the work of the working group and the

00:08:56 --> 00:09:00: principles themselves is the need for a transformational

mindset. The

00:09:00 --> 00:09:03: 1st 3 principles kind of help to establish that. I

00:09:03 --> 00:09:04: think there are three.

00:09:05 --> 00:09:07: Things that I always try to keep in mind when

00:09:07 --> 00:09:10: thinking about the application of the principles. One is to

00:09:10 --> 00:09:13: understand that we're dealing with people and with race not

00:09:13 --> 00:09:16: just with projects and economics and so that that could

00:09:16 --> 00:09:19: be a complex discussion. We have to keep that that

00:09:19 --> 00:09:21: framing as we as we engage in this work.

00:09:22 --> 00:09:26: 2nd is to recognize the link between the personal, the

00:09:26 --> 00:09:30: corporate and the projects specific in terms of actions.

There's

00:09:30 --> 00:09:33: roles for it, and all three of those steps. There

00:09:33 --> 00:09:36: are roles and ways in which in which we can

00:09:36 --> 00:09:39: embed an advance equity in in development.

00:09:40 --> 00:09:44: And finally is to understand that there is both a

00:09:44 --> 00:09:48: business case and a social imperative around racial equity, and

00:09:48 --> 00:09:52: often we need to speak to both and we'll talk

00:09:52 --> 00:09:55: more about that later in the in the discussion. I'm

00:09:55 --> 00:09:59: excited about the three panelists who we have joining us

00:09:59 --> 00:10:04: today. I'll let them introduce themselves in a moment, but

00:10:04 --> 00:10:07: before we do that, I would like to hear a

00:10:07 --> 00:10:10: little bit from all from all of you so that

00:10:10 --> 00:10:11: we have a sense.

00:10:11 --> 00:10:14: Of who's in the room, virtually so to speak. And

00:10:14 --> 00:10:18: with that I'll let. I'll let the team launch the

00:10:18 --> 00:10:21: first. The first polling question. How about a minute to

00:10:22 --> 00:10:22: answer it?

00:10:59 --> 00:11:02: Alright Danny, can we see the results?

00:11:08 --> 00:11:12: Good mix of cross functions from developers and designers.

00:11:14 --> 00:11:15: Curious to know more about the others.

00:11:23 --> 00:11:25: And a good base of knowledge. It looks like among.

00:11:27 --> 00:11:27: Young members.

00:11:31 --> 00:11:34: So thank you all for sharing a little bit about

00:11:34 --> 00:11:39: who you are with that. I'll invite the panelists to

00:11:39 --> 00:11:42: to to join us and really start by letting them

00:11:42 --> 00:11:44: introduce them themselves.

00:11:47 --> 00:11:51: But also tell us how their personal and professional

00:11:51 --> 00:11:54: background

00:11:51 --> 00:11:54: has shaped their work on racial equity and I will

00:11:54 --> 00:11:58: all go first. Again, I'm AJ Jackson. I leave social

00:11:58 --> 00:12:02: impact investing at a real estate investment trust in

00:12:02 --> 00:12:05: Washington

00:12:02 --> 00:12:05: DC called JBG Smith, where I focus on a housing

00:12:05 --> 00:12:09: investment investment platform that has equity. As one of the

00:12:09 --> 00:12:13: core components of our investment thesis and prior to that

00:12:13 --> 00:12:16: I did a lot of development work in the DC

00:12:16 --> 00:12:16: area.

00:12:17 --> 00:12:21: Primarily around public private partnership and mixed income

00:12:22 --> 00:12:25: communities, often

00:12:22 --> 00:12:25: again with the focus on increasing or embedding equity into

00:12:25 --> 00:12:28: places that we were trying to to to transform.

00:12:33 --> 00:12:35: Gabriel, would you like to start?

00:12:35 --> 00:12:37: I didn't know where to go.

00:12:38 --> 00:12:41: Good day everybody. I'm Gabrielle Bullock with Perkins and

00:12:41 --> 00:12:44: well,

00:12:41 --> 00:12:44: I'm a principal. I'm an architect. I'm a black architect

00:12:45 --> 00:12:48: and I'm the firm's director of global diversity, which has

00:12:48 --> 00:12:51: been focusing on embedding Jedi in everything that we do  
00:12:51 --> 00:12:53: for at least the last 10 years in a very  
00:12:53 --> 00:12:55: intentional way. Glad to be here.  
00:12:59 --> 00:13:00: Our melody.  
00:13:01 --> 00:13:05: Hi everyone, I'm Melanie Brown located in Greenville, SC  
and  
00:13:05 --> 00:13:08: I would be what you would consider any merging developer  
00:13:08 --> 00:13:12: where I do own my own real estate development firm  
00:13:12 --> 00:13:15: where we focus on being intentional in the built environment  
00:13:16 --> 00:13:20: around integrating HealthEquity interventions. I would say  
definitely that my  
00:13:20 --> 00:13:25: personal and professional lived experiences has definitely  
shaped my work  
00:13:25 --> 00:13:28: in the racial equity space. For sure I just personally  
00:13:29 --> 00:13:31: being a woman down South and a lot of just  
00:13:31 --> 00:13:32: race.  
00:13:32 --> 00:13:35: Issues and race relations that exist. I've had a lot  
00:13:35 --> 00:13:38: of family members, unfortunately that I've lost at an early  
00:13:39 --> 00:13:42: age to a lot of chronic diseases and comorbidities that  
00:13:42 --> 00:13:45: existed and largely due to living in environments that were  
00:13:46 --> 00:13:49: not conducive to health, so it didn't allow them that  
00:13:49 --> 00:13:53: choice to choose healthier lifestyle options and which really  
influenced  
00:13:53 --> 00:13:57: my career choice. So my background, actually it doesn't.  
Healthcare  
00:13:57 --> 00:14:01: executive I've been a healthcare executive for many years,  
over  
00:14:01 --> 00:14:03: 15 years now in the Midwest.  
00:14:03 --> 00:14:06: Area and as a health care executive, I think my  
00:14:06 --> 00:14:09: last traditional role I would say in hospital and health  
00:14:09 --> 00:14:13: systems was really as Vice President over analytics clinical  
analytics  
00:14:13 --> 00:14:16: where I was leading a team of data scientists and  
00:14:16 --> 00:14:19: statisticians and we were looking at ways to do a  
00:14:19 --> 00:14:22: lot of clinical interventions earlier for a lot of patients  
00:14:22 --> 00:14:25: that were presenting with a lot of comorbidities, and in  
00:14:25 --> 00:14:29: this journey was at the same time where population health  
00:14:29 --> 00:14:32: was becoming a huge focus in the health care industry.  
00:14:32 --> 00:14:33: Accountable Care Act was.  
00:14:33 --> 00:14:37: Out and so we were looking at reimbursement with shifting  
00:14:37 --> 00:14:40: and changing in ways and so population health was trying  
00:14:41 --> 00:14:44: to look across populations of patients in a much more  
00:14:44 --> 00:14:47: holistic way, and what we were finding is that about  
00:14:47 --> 00:14:51: 20% of the population was driving 80% of that cost,

00:14:51 --> 00:14:53: and in that 20% when you dig deeper, it was  
00:14:54 --> 00:14:59: literally concentrated around race relations and concentrated  
in communities, primarily  
00:14:59 --> 00:15:03: communities of color, that we had a lot of exacerbated  
00:15:03 --> 00:15:04: comorbidities.  
00:15:04 --> 00:15:07: Chronic diseases, and so we went on this journey from  
00:15:07 --> 00:15:11: population health perspective and combined it with our  
diversity, equity  
00:15:11 --> 00:15:14: and inclusion initiatives. And I remember sitting there one  
day  
00:15:14 --> 00:15:17: and we were watching like this animated video and the  
00:15:17 --> 00:15:20: animated video was like meat Bill so it was a  
00:15:20 --> 00:15:22: video of a black male that was in his 60s  
00:15:22 --> 00:15:25: that had a lot of that had hypertension and that  
00:15:25 --> 00:15:28: had diabetes and the video was trying to show his  
00:15:28 --> 00:15:32: environment how his environment had really influenced his  
health so  
00:15:32 --> 00:15:35: it was showing that bill once lived in the community.  
00:15:35 --> 00:15:38: That was vibrant and thriving that had a manufacturing  
industry  
00:15:38 --> 00:15:41: that had that he had worked with at for many  
00:15:41 --> 00:15:44: years. It had a grocery store. He had transportation and  
00:15:44 --> 00:15:48: access to healthcare providers. Then the manufacturing  
industry went away.  
00:15:48 --> 00:15:51: He lost his job. They ran a highway through the  
00:15:51 --> 00:15:55: community. The vibrant families were now gone. The grocery  
stores  
00:15:55 --> 00:15:58: were gone, and so the healthcare providers were getting  
really  
00:15:58 --> 00:16:01: upset because Bill kept missing his appointments and so he  
00:16:02 --> 00:16:04: wasn't controlling his diabetes management very well.  
00:16:05 --> 00:16:07: And so at the end of this video we were  
00:16:07 --> 00:16:10: all having the discussion around. Well, maybe what we need  
00:16:11 --> 00:16:13: to do is start looking at providing free bus  
00:16:13 --> 00:16:16: vouchers so that our patients can make it to their  
00:16:16 --> 00:16:20: appointments, which is great, but I had an epiphany in  
00:16:20 --> 00:16:22: that moment and I said by the time people arrive  
00:16:22 --> 00:16:26: to our hospital systems on these free bus passes, it's  
00:16:26 --> 00:16:29: too late if we don't start addressing what's happening in  
00:16:29 --> 00:16:32: the built environment and all of the resources that have  
00:16:32 --> 00:16:36: been stripped out of the built environment that have led  
00:16:36 --> 00:16:37: to a decline in health.  
00:16:37 --> 00:16:39: Then we're never going to get to where we need  
00:16:40 --> 00:16:42: to be from a health prevention standpoint, and so that's



00:16:42 --> 00:16:45: what made me step into real estate development with the  
00:16:45 --> 00:16:48: HealthEquity lens. And looking at how we can close a  
00:16:48 --> 00:16:51: lot of these HealthEquity gaps and help securities that exist  
00:16:51 --> 00:16:54: in our communities and primarily communities of color. So  
I'm  
00:16:55 --> 00:16:57: glad to be here and thank you all for having  
00:16:57 --> 00:16:57: me.  
00:16:59 --> 00:17:00: Thank you Melanie and Taylor.  
00:17:01 --> 00:17:04: Wow Melanie, that's amazing, so it's hard to follow you  
00:17:04 --> 00:17:07: there. But hi everyone, good to be with you. My  
00:17:07 --> 00:17:10: name is Taylor Ralph from the president and founder of  
00:17:10 --> 00:17:15: Real Building consultants. We're a sustainability consulting  
firm focusing on  
00:17:15 --> 00:17:19: the built environment, especially working with developers and  
architects and  
00:17:19 --> 00:17:23: engineers to help them design buildings that are more  
responsibly  
00:17:23 --> 00:17:26: built and efficient and healthy as well and and also  
00:17:26 --> 00:17:29: work on 3rd party certifications like lead both on the  
00:17:29 --> 00:17:32: building side but also in the community side.  
00:17:32 --> 00:17:36: Of design my my history is obviously much different, but  
00:17:36 --> 00:17:39: I think there were two critical points in my life  
00:17:39 --> 00:17:43: that kind of made me start to care about these  
00:17:43 --> 00:17:46: issues more and one was in 6th grade when I  
00:17:46 --> 00:17:50: had basically grown up in the public school system in  
00:17:50 --> 00:17:53: a predominantly white community and I went to a new  
00:17:53 --> 00:17:58: school that was in a black, predominantly black community  
and  
00:17:58 --> 00:18:01: it was a much different experience for me and I  
00:18:01 --> 00:18:02: was around.  
00:18:02 --> 00:18:06: People of different socioeconomic statuses, and so I learned  
so  
00:18:06 --> 00:18:09: much about the world I was had been living in  
00:18:09 --> 00:18:12: up to that point and the world that really was  
00:18:12 --> 00:18:15: out there and and and in a more segregated society.  
00:18:15 --> 00:18:18: And I I made friends that were living in in  
00:18:18 --> 00:18:21: much different situations and and and learned about how I  
00:18:21 --> 00:18:24: what we were not much different and what? Why was  
00:18:24 --> 00:18:27: that? Why did they live in a different place? Or  
00:18:27 --> 00:18:31: why were they of a difference this year? Anomic status?  
00:18:31 --> 00:18:32: And so I started to question.  
00:18:33 --> 00:18:36: These things, and then when I got into college I  
00:18:36 --> 00:18:40: was studying business and took a few classes on criminology

00:18:40 --> 00:18:44: and philosophy and got into a couple of great courses  
00:18:44 --> 00:18:48: about law and society and learn started to learn about  
00:18:48 --> 00:18:52: the broken windows theory and other kind of social social  
00:18:52 --> 00:18:56: impacts to what impacts someones life. What makes  
communities thrive?  
00:18:56 --> 00:19:00: What creates barriers for people in terms of their their  
00:19:00 --> 00:19:03: outcomes and their lives and so.  
00:19:03 --> 00:19:06: Through that and starting real building consultants in 2006,  
you  
00:19:06 --> 00:19:09: know we really have tried to tackle it from the  
00:19:09 --> 00:19:12: four walls of a building. How can we make buildings  
00:19:12 --> 00:19:15: healthier? How can we make them safer? How can we  
00:19:15 --> 00:19:18: make them more efficient for society and over the last  
00:19:18 --> 00:19:21: I'd say six six years or so. We've really focused  
00:19:21 --> 00:19:24: not only on the buildings, but also on the places  
00:19:24 --> 00:19:27: in between those buildings and how they can be safer  
00:19:27 --> 00:19:30: and healthier and more equitable. And obviously in the last  
00:19:30 --> 00:19:32: two years, you know, we've had kind of such a  
00:19:33 --> 00:19:33: flashpoint.  
00:19:33 --> 00:19:37: After George Floyd and others and I really committed myself  
00:19:37 --> 00:19:41: to get more involved in this locally and and and  
00:19:41 --> 00:19:42: communicating more with.  
00:19:45 --> 00:19:48: Persons of color that are in our industry and working  
00:19:48 --> 00:19:51: with them to understand and listening to them and  
understanding.  
00:19:51 --> 00:19:52: You know what the what?  
00:19:52 --> 00:19:52: The.  
00:19:52 --> 00:19:55: Issues were and maybe how could I help them? Or  
00:19:55 --> 00:19:58: how could we work together to solve some of these  
00:19:58 --> 00:20:00: problems over time? So I think you know overall you  
00:20:00 --> 00:20:03: know my my thesis on this is that the the  
00:20:03 --> 00:20:07: built environment creating healthier communities. Much like  
Melanie said much  
00:20:07 --> 00:20:10: better than I, you know, can really affect change. And  
00:20:10 --> 00:20:12: so I'm glad to be here with all of you  
00:20:12 --> 00:20:14: and learning with you here today.  
00:20:15 --> 00:20:17: Thank you Taylor. You can see Taylor Millner or paying  
00:20:17 --> 00:20:21: strong attention and entered both the questions and the  
response.  
00:20:21 --> 00:20:23: But Gabrielle and I did not. I'm going to come  
00:20:23 --> 00:20:26: back to Gabrielle. Mother talk a little bit about the  
00:20:26 --> 00:20:29: the the Nexus of her personal experience and her work.  
00:20:30 --> 00:20:32: As relates to equity.

00:20:32 --> 00:20:37: Thanks AJ Sarah forgot to include that before so I

00:20:37 --> 00:20:41: think you know my lived experience as a black woman

00:20:41 --> 00:20:46: growing up in New York City and understanding and seeing

00:20:46 --> 00:20:50: first hand the impact of poor urban design of racism

00:20:50 --> 00:20:55: and lack of equity in Korean communities of color. How

00:20:55 --> 00:21:00: it impacts your health, security, safety and prosperity and so

00:21:00 --> 00:21:03: that is why I became an architect.

00:21:03 --> 00:21:07: Is to was to reverse those things as an architect

00:21:07 --> 00:21:12: because I strongly believe that the power of design and

00:21:12 --> 00:21:16: focus on equity and inclusion can help reverse and undo

00:21:16 --> 00:21:21: the status quo of those historical barriers that have prevented

00:21:22 --> 00:21:24: racial equity in our country.

00:21:25 --> 00:21:28: Thank you and I I didn't talk about it in

00:21:28 --> 00:21:32: detail about the experience that I had during development

00:21:32 --> 00:21:35: on, but when I started my career in in development,

00:21:36 --> 00:21:39: one of the first projects that was fortunate to work

00:21:39 --> 00:21:43: on was the redevelopment of a public housing project into

00:21:43 --> 00:21:46: a mixed income community in in Washington DC and another

00:21:46 --> 00:21:49: in Alexandria, VA. And it was really in that in

00:21:49 --> 00:21:53: those two projects that that I saw two things. One

00:21:53 --> 00:21:55: was the incredibly transformative power of.

00:21:56 --> 00:22:00: As as Gabrielle said, well designed, well built environments

00:22:00 --> 00:22:04: on

00:22:04 --> 00:22:08: people's lives. We had parents thanking us for their children,

00:22:08 --> 00:22:12: being able to breathe inside of their homes again, which

00:22:12 --> 00:22:15: you think would be, would be table stakes. And, you

00:22:15 --> 00:22:19: know, in a first world city, but also the incredible

00:22:19 --> 00:22:23: business opportunity that existed in doing this. This type of

00:22:23 --> 00:22:25: work, and so the notion that we could have real

00:22:26 --> 00:22:29: sustained impact and increase equity.

00:22:29 --> 00:22:34: For for communities and in a way that was not

00:22:34 --> 00:22:38: purely charity was not dependent upon philanthropy. Was

00:22:38 --> 00:22:41: really

00:22:42 --> 00:22:46: an exciting kind of revelation for me and something that

00:22:46 --> 00:22:51: I've really spent the rest of my career trying to

00:22:51 --> 00:22:54: find ways to drive more and more institutional behavior and

00:22:54 --> 00:22:56: institutional capital and scale into the type of development

00:22:56 --> 00:22:59: that

00:22:59 --> 00:23:02: is not only you know. Good for people, but also

00:23:02 --> 00:23:05: is is good business.

00:23:05 --> 00:23:08: So that's that's kind of a little bit of the

00:23:08 --> 00:23:11: story for me. I think most of the members of

00:23:02 --> 00:23:05: the of the work group are also like the panelists  
00:23:05 --> 00:23:10: here similarly motivated, both both personally and professionally. By this,  
00:23:10 --> 00:23:12: by this work and as sort of as a tip  
00:23:12 --> 00:23:15: to getting into the the meat of the discussion, I  
00:23:15 --> 00:23:19: think we have a second polling question for the audience  
00:23:19 --> 00:23:21: just to get a sense again of of of who's  
00:23:22 --> 00:23:24: in the room. If you could tell us how many  
00:23:24 --> 00:23:26: projects you've worked on.  
00:23:26 --> 00:23:29: That have helped to advance equity, and if you want  
00:23:29 --> 00:23:32: to use the chat, you can tell us more about  
00:23:32 --> 00:23:34: the specific about the specific projects.  
00:24:23 --> 00:24:25: OK, it looks like we have a few with with  
00:24:25 --> 00:24:28: some experience and and in a small group with with  
00:24:29 --> 00:24:32: a number of fronts you really should be focused in  
00:24:32 --> 00:24:35: the area. So let's let's turn to the panelists and  
00:24:35 --> 00:24:38: maybe this time Taylor, we'll start with you. Can you  
00:24:38 --> 00:24:42: talk about what advancing equity in real estate projects looks  
00:24:42 --> 00:24:46: like in in your work and also about any challenges  
00:24:46 --> 00:24:49: you're facing or have faced in specific projects that we've  
00:24:49 --> 00:24:51: had to push through?  
00:24:52 --> 00:24:55: Sure, I. I think you know one thing that I  
00:24:55 --> 00:24:59: learned early on, especially after George Floyd and there  
was  
00:24:59 --> 00:25:04: a lot of momentum around getting the ULI group, especially  
00:25:04 --> 00:25:08: real estate group together and talking about equity and the  
00:25:08 --> 00:25:13: impacts to our society was listening and really acknowledging  
all  
00:25:13 --> 00:25:16: of the wrongs that have been done over many 10s  
00:25:16 --> 00:25:21: and hundreds of years but also acknowledging the impact  
that  
00:25:21 --> 00:25:24: it has on the current state of our of our  
00:25:24 --> 00:25:24: community.  
00:25:25 --> 00:25:29: In terms of, you know, segregation in terms of access,  
00:25:29 --> 00:25:33: et cetera and so listening and and kind of acknowledging  
00:25:33 --> 00:25:38: the the historic issues that are continuing to infect our  
00:25:38 --> 00:25:42: society, I think are are very we're very critical steps  
00:25:42 --> 00:25:46: that I I took personally and and then we worked.  
00:25:46 --> 00:25:50: I worked very closely with the Ali Tampa Bay in  
00:25:50 --> 00:25:53: a group of people and we developed a 21 day  
00:25:53 --> 00:25:55: challenge to help people.  
00:25:55 --> 00:25:59: Understand these historic issues and how it looks. You know  
00:25:59 --> 00:26:03: why certain parts of our community look the way that

00:26:03 --> 00:26:05: they do, and I think now in terms of of  
00:26:05 --> 00:26:09: actual projects that we're working on. You know, one of  
00:26:09 --> 00:26:13: the things that we're really doing is working hard to  
00:26:13 --> 00:26:17: make sure that our clients are looking for opportunities to  
00:26:17 --> 00:26:21: work with minority businesses to work with local businesses  
to  
00:26:21 --> 00:26:25: support the engagement and opportunities that they are  
provided.  
00:26:25 --> 00:26:29: And opportunities to continue to grow their business in in  
00:26:29 --> 00:26:33: the real estate field. Obviously you know it, there are  
00:26:33 --> 00:26:37: the minority of architects and engineers, especially in the  
black  
00:26:37 --> 00:26:41: community. But there there are many and and it's it's  
00:26:41 --> 00:26:44: something that we are trying to think about more and  
00:26:45 --> 00:26:48: more as how can we partner with a more diverse  
00:26:48 --> 00:26:52: design team? How can we integrate economic opportunities  
and training  
00:26:52 --> 00:26:55: to allow smaller contractors to be a part of?  
00:26:55 --> 00:26:59: Bigger projects and how can they get that experience that  
00:26:59 --> 00:27:02: gives them the leg up on the next opportunity in  
00:27:02 --> 00:27:06: terms of building their resume and their work. And so  
00:27:06 --> 00:27:08: I think those are two big things. Is is just  
00:27:08 --> 00:27:12: acknowledging the historic impacts as a way to then say  
00:27:12 --> 00:27:15: well what are you going to do about it now?  
00:27:15 --> 00:27:18: What you if you understand if you understand that truth,  
00:27:18 --> 00:27:21: what are you going to do and how can you  
00:27:21 --> 00:27:24: do it and then looking into our everyday life pursuing  
00:27:24 --> 00:27:25: RFP's, RFQ?  
00:27:26 --> 00:27:29: When we have projects encouraging our clients and our team  
00:27:29 --> 00:27:33: members to look to smaller businesses and minority  
businesses to  
00:27:33 --> 00:27:36: give them a chance and and there's a lot of  
00:27:36 --> 00:27:39: great examples of that in our community and we're trying  
00:27:39 --> 00:27:43: to shine light on that and support other nonprofit and  
00:27:43 --> 00:27:47: community organizers and other, you know, minority  
businesses that are  
00:27:47 --> 00:27:50: trying to get that leg up. Figure out how we  
00:27:50 --> 00:27:52: can support them on the back end so that they  
00:27:53 --> 00:27:54: have those opportunities.  
00:27:56 --> 00:27:57: Thank you.  
00:27:57 --> 00:27:59: Melody do you want to jump in there?  
00:28:00 --> 00:28:03: Sure, absolutely, so I think the question is really around  
00:28:03 --> 00:28:05: how we advancing racial equity in our working to give

00:28:05 --> 00:28:06: some examples right?

00:28:07 --> 00:28:10: So with that, a few things with any project that

00:28:10 --> 00:28:13: I take on, and as I go into community I

00:28:13 --> 00:28:16: always start. I'm a data geek by nature, and so

00:28:16 --> 00:28:19: I always start there and I look at life expectancy

00:28:19 --> 00:28:22: gaps to be honest and down at the census tract

00:28:22 --> 00:28:25: level. And I look for where we have some real

00:28:25 --> 00:28:28: life expectancy gaps and in just a short few miles

00:28:28 --> 00:28:32: away there may be higher levels of life expectancy because

00:28:32 --> 00:28:36: that's showing that we have some gaps in resources that

00:28:36 --> 00:28:37: reside within Community.

00:28:37 --> 00:28:40: And typically when you do find that area that has

00:28:40 --> 00:28:44: some large life expectancy gaps but they're surrounded by

00:28:44 --> 00:28:47: communities

00:28:47 --> 00:28:51: that are considered more prosperous, then you have all of

00:28:51 --> 00:28:55: the factors such as heavy gentrification, pressures that may be

00:28:55 --> 00:28:58: going on with that community. That is typically historically

00:28:58 --> 00:29:01: black,

00:29:01 --> 00:29:04: and so I look for very complex challenges in projects

00:29:04 --> 00:29:07: that have a lot of the HealthEquity dynamics going on

00:29:07 --> 00:29:11: that have a lot of the heavy justification pressures occurring

00:29:11 --> 00:29:15: and so right now in Greenville. For example, I'm working.

00:29:15 --> 00:29:18: In an area that experiencing that actually grew up in

00:29:18 --> 00:29:21: that's experiencing a lot of heavy gentrification pressures

00:29:21 --> 00:29:24: because we

00:29:24 --> 00:29:27: are growing by leaps and bounds here in our community,

00:29:27 --> 00:29:31: which is a phenomenal thing to see. But as we

00:29:31 --> 00:29:34: grow, we need to make sure that we're growing within

00:29:34 --> 00:29:38: lens of inclusivity, so we're being inclusive in that growth

00:29:38 --> 00:29:42: and that we're not further displacing long-term natives out of

00:29:42 --> 00:29:46: communities that are now seen as higher value, and so

00:29:46 --> 00:29:49: once again, we're pushing members of community out to the

00:29:49 --> 00:29:53: outskirts.

00:29:53 --> 00:29:57: To areas that lack resources that they've been lacking all

00:29:57 --> 00:30:00: their lives, at least to more health disparities. And so

00:30:00 --> 00:30:03: I'm working right now on a project specifically with a

00:30:03 --> 00:30:07: local black church that is near the city center of

00:30:07 --> 00:30:10: Greenville, downtown, Greenville, SC, and the church had a

00:30:10 --> 00:30:13: vision

00:30:13 --> 00:30:16: of many, many years ago to start acquiring the land

00:30:16 --> 00:30:19: parcels around them. So now they own about 42 of

00:30:19 --> 00:30:22: those parcels around the church, and we have an opportunity

00:30:07 --> 00:30:08: to develop about 60.

00:30:09 --> 00:30:12: Acres I would say of land in historically black community

00:30:12 --> 00:30:15: that has a lot of value that's growing and increasing

00:30:15 --> 00:30:18: around it, and we have an opportunity to develop it

00:30:18 --> 00:30:21: by Community. So it's not like us as developers are

00:30:21 --> 00:30:25: coming in. And here's our vision for you. Community is

00:30:25 --> 00:30:27: in a position to say this is our vision for

00:30:27 --> 00:30:30: community and we now need all of these different non

00:30:30 --> 00:30:34: traditional resources coming together to support this body of work

00:30:34 --> 00:30:38: growing forward. So I look for complex projects like that.

00:30:38 --> 00:30:39: I look for opportunities.

00:30:39 --> 00:30:43: To pull in those nontraditional resources, I noticed in the

00:30:43 --> 00:30:46: poll that we had about 24% of individuals saying they're

00:30:46 --> 00:30:49: not real estate developers. They're not real estate professionals. I

00:30:49 --> 00:30:52: love to see that because it's going to take a

00:30:52 --> 00:30:54: collective approach for us to be able to close a

00:30:54 --> 00:30:57: lot of these gaps that we're seeing in community. And

00:30:57 --> 00:31:00: so that's one thing that I'm always going to go

00:31:00 --> 00:31:02: after. Some of those more complex projects with all of

00:31:02 --> 00:31:05: those different dynamics in it, and I'm always going to

00:31:05 --> 00:31:07: look at it from how can we bring in non

00:31:08 --> 00:31:10: traditional partnerships to the table?

00:31:10 --> 00:31:12: To help solve for a lot of the challenges that's

00:31:12 --> 00:31:13: presenting itself.

00:31:14 --> 00:31:16: I think you hit on about 11 of our 10

00:31:16 --> 00:31:19: principles, and when you're applying to to your work in

00:31:19 --> 00:31:22: Greenville, that's that's that's phenomenal.

00:31:22 --> 00:31:23: Phenomenal.

00:31:23 --> 00:31:25: Work, Gabriel, do you want to talk about a little

00:31:25 --> 00:31:26: bit from the design side?

00:31:28 --> 00:31:31: I think the first thing is to advance it is

00:31:31 --> 00:31:34: that we have to put equity front and center, not

00:31:34 --> 00:31:38: diversity, but equity because you can't get to to diversity

00:31:38 --> 00:31:42: inclusion unless you understand and address equity. So and part

00:31:42 --> 00:31:45: of that is a big part of that is the

00:31:45 --> 00:31:49: Community voice and elevating the Community voice. Integrating it into

00:31:49 --> 00:31:54: the process, the project process design process and the building

00:31:54 --> 00:31:58: process. I think some of the challenges are holding

ourselves.

00:31:58 --> 00:31:58: Accountable.

00:32:00 --> 00:32:04: Including including all the team members, right? It's not just

00:32:04 --> 00:32:09: the architect, it's not just the developer, it's contractor.  
Include

00:32:09 --> 00:32:13: everybody and avoid slipping back into the status quo way

00:32:13 --> 00:32:16: of doing things. And that's the hard part is to

00:32:17 --> 00:32:20: understand that this is just not a nice to have.

00:32:20 --> 00:32:24: I really think that advancing equity in our profession is

00:32:24 --> 00:32:26: is going to keep us relevant.

00:32:28 --> 00:32:30: I will also say that a lesson learned.

00:32:32 --> 00:32:34: If we focus on people.

00:32:35 --> 00:32:39: It will penetrate the process and it will penetrate the

00:32:39 --> 00:32:43: outcomes. It will have more outcomes. We're just not building

00:32:43 --> 00:32:46: buildings. We're building spaces for people.

00:32:47 --> 00:32:52: And be brave, you know we have declined participation with

00:32:52 --> 00:32:57: a potential developer client that we thought would do harm

00:32:57 --> 00:33:01: in a community where we had already invested in in

00:33:01 --> 00:33:05: other projects. So it's not project to project. I really

00:33:05 --> 00:33:09: think it's about what are we doing to advance.

00:33:10 --> 00:33:15: And improve communities, right? So you can't do an equity

00:33:15 --> 00:33:19: focused project down the block and then go to one.

00:33:19 --> 00:33:23: That is what I call going to be a negative

00:33:23 --> 00:33:27: gentrifier. So I think I think being brave and steadfast.

00:33:29 --> 00:33:32: I think that's that's really interesting. One of the reminds

00:33:32 --> 00:33:35: me one of the things that came out of our

00:33:35 --> 00:33:37: workshop, and I can't recall who who said it, but

00:33:37 --> 00:33:41: the fact that you know development projects always impact the

00:33:41 --> 00:33:44: communities in which they're built one way or another, and

00:33:44 --> 00:33:47: at at its core, this process is about allowing communities

00:33:47 --> 00:33:50: to also have an impact on the project and making

00:33:50 --> 00:33:52: it more of a more of a two way street.

00:33:52 --> 00:33:54: I think a lot of what a lot of what?

00:33:54 --> 00:33:56: What all of you have said. And and, and Melanie,

00:33:57 --> 00:33:59: and in particular about the focus on data.

00:33:59 --> 00:34:01: Reminds me a lot of of our work because our

00:34:01 --> 00:34:04: focus in the investment fund that I managed now really

00:34:04 --> 00:34:07: started with an understanding just based on on data, right

00:34:07 --> 00:34:10: that the majority of black and brown households are renters.

00:34:10 --> 00:34:13: So if you were in the apartment business you were

00:34:13 --> 00:34:15: in the equity business. Whether you want to admit that

00:34:15 --> 00:34:18: or not, right? And especially if you're going to be



00:34:18 --> 00:34:21: in the we're in the workforce housing this, you're going

00:34:21 --> 00:34:24: to be the moderate income business given where the distribution

00:34:24 --> 00:34:27: of incomes are. You're in the equity business, whether you

00:34:27 --> 00:34:30: like it or not. So that means you're having.

00:34:30 --> 00:34:33: Impacts right, whether you appreciate them or note appreciation, what

00:34:33 --> 00:34:37: their intentional or unintentional. So starting with the focus of

00:34:37 --> 00:34:39: OK, we're in this space and we're going to have

00:34:39 --> 00:34:42: impact. Let's try to think about how we make those

00:34:42 --> 00:34:44: impacts. The ones that we want them to be. And

00:34:44 --> 00:34:47: they're not just kind of happening as externalities. So very

00:34:47 --> 00:34:50: simple things. That's only talked about looking at the areas

00:34:50 --> 00:34:53: where gentrification is occurring. We do a lot of the

00:34:53 --> 00:34:56: same thing, really trying to focus on locations where there

00:34:56 --> 00:35:00: is justification and private investment, but where there are also

00:35:00 --> 00:35:00: indicators.

00:35:01 --> 00:35:04: Of high opportunity right? Because our goal is to preserve

00:35:04 --> 00:35:07: and create affordability in places that are good places to

00:35:07 --> 00:35:10: live, not places that are inexpensive because no one wants

00:35:10 --> 00:35:14: to live there, right? Because we know that location determines

00:35:14 --> 00:35:17: life outcome for children. It also determines health outcomes for

00:35:18 --> 00:35:20: adults, both physical and and mental. And so if we're

00:35:21 --> 00:35:24: deliberately investing in those types of places and creating and

00:35:24 --> 00:35:28: preserving affordability and those types of places, we are creating

00:35:28 --> 00:35:31: more opportunity. And then we think about how we manage.

00:35:31 --> 00:35:34: There's there's, you know those properties in a way that

00:35:34 --> 00:35:38: connects, understands, first of all from residents what they need

00:35:38 --> 00:35:41: and then tries to connect them with the resources that

00:35:41 --> 00:35:44: they need to help them to to thrive. We kind

00:35:44 --> 00:35:47: of center it around 2/2 principles that that you know

00:35:47 --> 00:35:50: we call housing stability and economic mobility really as a

00:35:50 --> 00:35:52: way to to to ground the work. But I think

00:35:52 --> 00:35:56: that that focus on intentionality and the embedding of the

00:35:56 --> 00:35:59: concept of of equity and racial equity in particular throughout

00:35:59 --> 00:36:01: the work is really an important.

00:36:02 --> 00:36:06: An important place to start. One of the questions I'll

00:36:06 --> 00:36:09: turn back to you, Gabriel, that came up in the

00:36:09 --> 00:36:12: in the chat that I saw was really around some  
00:36:12 --> 00:36:16: specifics in design and and how equity gets incorporated  
from  
00:36:16 --> 00:36:20: a design. From a design perspective. What that can look  
00:36:20 --> 00:36:24: like in terms of actually physically looking like.  
00:36:24 --> 00:36:28: I think it starts with giving the community design voice  
00:36:28 --> 00:36:30: design agency right? So if we design and say we  
00:36:30 --> 00:36:32: know what you want.  
00:36:32 --> 00:36:36: There you go, right? So for us the biggest and  
00:36:37 --> 00:36:39: richest design outcomes.  
00:36:40 --> 00:36:44: Involve the community as design partners and there's a very  
00:36:44 --> 00:36:49: specific example that we're doing now in Los Angeles  
where?  
00:36:50 --> 00:36:54: The community told us what resonates with them, what they  
00:36:54 --> 00:36:58: need, what the ultimate impact from, not just the pretty  
00:36:58 --> 00:37:02: building or pretty park, or we got art, but what's  
00:37:02 --> 00:37:05: it going to do to the community? The economics right?  
00:37:06 --> 00:37:09: Is it going to be an economic booster driver? And  
00:37:09 --> 00:37:11: the other thing is, we're not.  
00:37:12 --> 00:37:16: Placemakers where place keeping right? So if we're going  
into  
00:37:16 --> 00:37:20: a community then we need to understand the culture and  
00:37:20 --> 00:37:24: the cultural assets that are important that make a place  
00:37:24 --> 00:37:28: a place and then build upon that. I think ultimately.  
00:37:29 --> 00:37:31: It's about avoiding cultural erasure.  
00:37:32 --> 00:37:36: And to really represent the community, and in a way  
00:37:36 --> 00:37:40: that works for them, you know, by us for us.  
00:37:40 --> 00:37:43: And I think I answered the question, but so, so  
00:37:43 --> 00:37:47: that's how it shows up. So we really start with  
00:37:47 --> 00:37:52: the cultural competency of our team, our process, and  
engaging  
00:37:52 --> 00:37:55: the community in a real, authentic way.  
00:37:56 --> 00:37:57: I think.  
00:37:57 --> 00:37:57: Gabriel.  
00:37:59 --> 00:38:02: I wanted to ask a question just because actively we're  
00:38:02 --> 00:38:06: working through this right now when engaging community, so  
we  
00:38:06 --> 00:38:09: have a whole strategy, a comeback home strategy. So you  
00:38:09 --> 00:38:13: have long term community residents and then their children  
or  
00:38:13 --> 00:38:16: the grandchildren that have went off to larger cities outside  
00:38:16 --> 00:38:19: of our area that wanted to have a more cultural  
00:38:19 --> 00:38:23: experience. And so we're trying to create that cultural  
experience

00:38:23 --> 00:38:26: here for here for them to come back home. But  
00:38:26 --> 00:38:29: you get into the dynamic of generational differences within.  
00:38:29 --> 00:38:32: Community where you, and so I would love to just  
00:38:32 --> 00:38:35: hear from your experience of as you are gathering  
community  
00:38:35 --> 00:38:38: voice you have community that is holding on to past  
00:38:38 --> 00:38:42: and historical aspects of community and what they would like  
00:38:42 --> 00:38:45: to see recreated and then you have community that is  
00:38:45 --> 00:38:48: looking for something different in the future for the for  
00:38:48 --> 00:38:51: future generations. So how do you begin to bridge that?  
00:38:51 --> 00:38:55: Conversation. That's why great minds come in, right? So we  
00:38:55 --> 00:38:59: can hear from the older generations we hear from the  
00:38:59 --> 00:39:01: younger generations.  
00:39:01 --> 00:39:04: See, no, you know we could suggest that and I'm  
00:39:04 --> 00:39:07: not even sure what the project would be. But you  
00:39:07 --> 00:39:09: know, for the older generation.  
00:39:10 --> 00:39:11: Could we?  
00:39:11 --> 00:39:12: Have a nod.  
00:39:13 --> 00:39:17: To the past, but also for the future and for  
00:39:17 --> 00:39:22: the younger generations, which is more not more relevant,  
but  
00:39:22 --> 00:39:27: it's here now. How to incorporate that? So finding a  
00:39:27 --> 00:39:31: way to to do both right and it really isn't,  
00:39:31 --> 00:39:36: and I would. I would recommend that engaging local  
community  
00:39:36 --> 00:39:41: leaders. While we may be trained and expert in gathering  
00:39:41 --> 00:39:44: voices and synthesizing the information.  
00:39:45 --> 00:39:48: Community leaders have the trust of the community and so  
00:39:48 --> 00:39:52: you won't get any information unless they trust you. So  
00:39:52 --> 00:39:55: unless you look like them, you're from you know where  
00:39:55 --> 00:39:59: they are, or you engage local leaders that they trust,  
00:39:59 --> 00:40:00: so I think.  
00:40:01 --> 00:40:03: It's just a matter of listening and we'll figure out  
00:40:03 --> 00:40:06: you know where the priorities ultimately come. And if you  
00:40:06 --> 00:40:09: get the groups together then they'll figure it out amongst  
00:40:09 --> 00:40:10: themselves mostly.  
00:40:13 --> 00:40:17: Another question that's come up and I think maybe Taylor  
00:40:17 --> 00:40:19: will turn this to to you, but someone has asked  
00:40:20 --> 00:40:23: for basically advice starting out as a as a developer  
00:40:23 --> 00:40:26: focused in in urban areas. How do they you know?  
00:40:26 --> 00:40:29: Think about investing equity from the from the beginning of  
00:40:29 --> 00:40:31: their of their practice.  
00:40:33 --> 00:40:35: Well, I don't know that I'm the expert to give

00:40:35 --> 00:40:38: that advice, but one of the things that Gabrielle and  
00:40:38 --> 00:40:40: Miller are just talking about. One of the topics that  
00:40:41 --> 00:40:43: I brought up years ago was what's old, is new  
00:40:43 --> 00:40:45: and a lot of the times when you're talking about  
00:40:45 --> 00:40:49: energy efficiency when you're talking about renewable  
resources and you  
00:40:49 --> 00:40:52: know, rainwater harvesting and other things. I remember  
when I  
00:40:52 --> 00:40:55: brought up to these things in my grandmother when I  
00:40:55 --> 00:40:58: was starting my practice. Here's what we're doing on our  
00:40:58 --> 00:41:00: houses, and so she said, well, we used to do  
00:41:00 --> 00:41:03: that, you know, and a lot of our neighborhoods and  
00:41:03 --> 00:41:04: communities.  
00:41:04 --> 00:41:08: In the urban environment, especially used to be thriving,  
walkable,  
00:41:08 --> 00:41:12: mixed use places that had more density in certain areas  
00:41:12 --> 00:41:15: where people could walk and ride transit to get to  
00:41:15 --> 00:41:19: work, et cetera, et cetera, et cetera. So there is  
00:41:19 --> 00:41:22: a lot of infrastructure that has been paved over, you  
00:41:22 --> 00:41:26: know, and this goes back to the segregated policies of  
00:41:26 --> 00:41:30: the federal government of local governments, et cetera. And  
and  
00:41:30 --> 00:41:34: I think the challenge and the opportunity is to really.  
00:41:35 --> 00:41:38: Weave those things back together and try to bring those  
00:41:38 --> 00:41:42: ideas back back to our cities. Because really if you  
00:41:42 --> 00:41:45: look at at market pricing right now, that is where  
00:41:45 --> 00:41:49: people people want to live in a mixed use. Transit  
00:41:49 --> 00:41:53: connected diverse community with cultural benefits and  
services and they  
00:41:53 --> 00:41:56: don't want to be in a car all day, right?  
00:41:56 --> 00:42:00: The infrastructure actually is there for most of these, you  
00:42:00 --> 00:42:03: know. 100 year old cities plus and the the the  
00:42:03 --> 00:42:07: opportunity I think is to try to bring bring those.  
00:42:07 --> 00:42:11: There's infrastructure benefits back to our community and to  
our  
00:42:11 --> 00:42:14: society, and I think that creates the opportunity to live  
00:42:14 --> 00:42:17: in a more mixed income community and have a diverse  
00:42:17 --> 00:42:20: community as well. Because if you know, people are really  
00:42:20 --> 00:42:23: concerned right now about cost of living right and the  
00:42:23 --> 00:42:26: price of a home. But really, the the cost of  
00:42:26 --> 00:42:29: living isn't just your home, it's the utilities you're paying.  
00:42:29 --> 00:42:32: It's the amount of money you're spending on gas. The  
00:42:32 --> 00:42:35: amount of money it takes to to buy and maintain

00:42:35 --> 00:42:37: a car. The health impacts of all of those.

00:42:37 --> 00:42:39: Things as well, and so if we can get it

00:42:39 --> 00:42:42: right if we can develop more mixed use communities that

00:42:42 --> 00:42:45: are walkable and doesn't have necessarily only be in the

00:42:45 --> 00:42:48: urban environment either, it can be in suburban

environments if

00:42:48 --> 00:42:50: we can get people out of their car and walking

00:42:50 --> 00:42:53: more, that's a health benefit and environmental benefit. If we

00:42:54 --> 00:42:57: can get them connected to their community more, they're

seeing

00:42:57 --> 00:43:00: their neighbor they're interacting with their neighbor more.

That's also

00:43:00 --> 00:43:03: a health, but it's also an equity benefit potentially, and

00:43:03 --> 00:43:06: so there are a lot. There's a lot of infrastructure

00:43:06 --> 00:43:08: there, we don't have to wipe the slate.

00:43:08 --> 00:43:11: Mean and start new. Maybe that's the opportunity as well.

00:43:11 --> 00:43:14: There is a lot of good infrastructure that used to

00:43:14 --> 00:43:16: be in place that just needs to be brought back

00:43:16 --> 00:43:18: to life into the to the modern time.

00:43:19 --> 00:43:21: I think that's absolutely that's absolutely right, and I think

00:43:21 --> 00:43:23: the essence of what I hear you saying there is

00:43:23 --> 00:43:27: that bringing. It's bringing about bringing your unique

perspective and

00:43:27 --> 00:43:29: looking at where value exists that others might be might

00:43:29 --> 00:43:31: be overlooking. I think that's that's kind of how I

00:43:31 --> 00:43:34: would approach it as a new developer, there's a question

00:43:34 --> 00:43:36: that's gained some traction in the chat and I want

00:43:36 --> 00:43:37: to talk to it because it it was a.

00:43:38 --> 00:43:41: A topic of discussion that work group and it's topic

00:43:41 --> 00:43:42: of discussion often, which is.

00:43:44 --> 00:43:47: Casey asked if can a development really be equitable if

00:43:47 --> 00:43:51: it doesn't include some element of bipod ownership, and I

00:43:51 --> 00:43:54: think I'll throw that out for the for the for

00:43:54 --> 00:43:57: the panel to discuss, but I wanted to kick it

00:43:57 --> 00:44:00: off and say that is a it's a complicated question

00:44:00 --> 00:44:04: because it comes down to sort of equity for whom

00:44:04 --> 00:44:06: the one of the ways that we see this in

00:44:06 --> 00:44:10: in our work is when we think about displacement, particularly

00:44:10 --> 00:44:13: in the in the District of Columbia, and a lot

00:44:13 --> 00:44:15: of the rental housing.

00:44:15 --> 00:44:18: Block in the District of Columbia is actually small. Smaller

00:44:18 --> 00:44:21: buildings and single family homes, many of whom many of

00:44:21 --> 00:44:24: which were owned by black families who left the district

00:44:24 --> 00:44:27: and it's The Who live in the district. Earlier left,  
00:44:27 --> 00:44:30: during its decline and moved to suburban jurisdictions and  
now  
00:44:30 --> 00:44:33: either they or their children own those homes and have  
00:44:33 --> 00:44:35: been renting them out. They now want to sell them  
00:44:35 --> 00:44:38: and cash in right and take the money. And whether  
00:44:38 --> 00:44:41: it's for college or retirement or just wealth creation and  
00:44:41 --> 00:44:44: cash in. But in doing so, they're taking rental housing  
00:44:44 --> 00:44:45: stock under the inventory.  
00:44:45 --> 00:44:50: And displacing other lower income African American renters,  
right? And  
00:44:50 --> 00:44:54: so equity? For whom? In that situation, right? So it's  
00:44:54 --> 00:44:58: it is a complicated. It is a complicated question and  
00:44:58 --> 00:45:01: I'm curious about the the panel's thoughts on whether.  
00:45:03 --> 00:45:07: 40 in a project must be associated with ownership or  
00:45:07 --> 00:45:11: if equity can be achieved in other ways.  
00:45:12 --> 00:45:13: And.  
00:45:13 --> 00:45:15: I won't call hall anywhere.  
00:45:16 --> 00:45:20: I'll jump in there because that's an excellent, excellent  
question.  
00:45:20 --> 00:45:24: Actually, one that I'm addressing in multiple ways, and so  
00:45:24 --> 00:45:27: from an ownership perspective. I'm a big proponent. I do  
00:45:27 --> 00:45:31: believe in ownership and people of color. Having ownership  
in  
00:45:31 --> 00:45:34: the in the asset itself, but also believe in establishing  
00:45:34 --> 00:45:39: well oiled economic engines within projects and within  
Community. And  
00:45:39 --> 00:45:42: so how are we ensuring that that that dollar is  
00:45:42 --> 00:45:46: being recycled within that project for self sustainability, and  
that  
00:45:46 --> 00:45:47: can come in multiple ways?  
00:45:47 --> 00:45:50: One having a bipod belt developer at the table from  
00:45:50 --> 00:45:54: an ownership in the asset perspective to having  
representative retail.  
00:45:54 --> 00:45:57: If you have a mixed use retail ensuring that your  
00:45:57 --> 00:46:00: retail is at a price point or they're the leases  
00:46:00 --> 00:46:03: at a price point where you can have representation from  
00:46:03 --> 00:46:07: multiple different diverse groups having their businesses their  
own site  
00:46:07 --> 00:46:11: and dollars flowing in to continue to recycle HealthEquity  
there's  
00:46:11 --> 00:46:14: ways to ensure that we are being equitable and infusing  
00:46:14 --> 00:46:18: HealthEquity for all Members within the Community, but  
definitely.

00:46:18 --> 00:46:22: I think that for communities of color and primarily black  
00:46:22 --> 00:46:26: communities, our biggest equity gap has been in the  
economics  
00:46:26 --> 00:46:29: that we establish in Community, and so I do think  
00:46:29 --> 00:46:32: for a project to be equitable you have to solve  
00:46:32 --> 00:46:36: for that economic equation. But there are multiple creative  
ways  
00:46:36 --> 00:46:38: that you can help solve for that.  
00:46:41 --> 00:46:43: I mean, I think if I can chime in, I  
00:46:43 --> 00:46:46: think it's a sliding scale. I think obviously there's no  
00:46:46 --> 00:46:49: guarantee that a project will be equitable because it has,  
00:46:49 --> 00:46:53: you know, a diverse developer base, and there's no  
guarantee  
00:46:53 --> 00:46:56: that a non diverse developer base is going to be  
00:46:56 --> 00:46:59: equitable. And I think so. There's definitely a sliding scale  
00:47:00 --> 00:47:03: of of impact and opportunity, but one of the things  
00:47:03 --> 00:47:06: that I think is really important beyond ownership is is  
00:47:06 --> 00:47:10: taking ownership of the community itself and actually  
engaging the  
00:47:10 --> 00:47:10: community.  
00:47:10 --> 00:47:13: And try and giving them the knowledge and tools and  
00:47:13 --> 00:47:17: opportunity to be the redevelopers of that community,  
because they're  
00:47:17 --> 00:47:20: going to know what that community needs best, and they're  
00:47:20 --> 00:47:23: going to be able to potentially participate in the economic  
00:47:23 --> 00:47:27: upside, and hopefully that reduces you know gentrification,  
displacement, we,  
00:47:27 --> 00:47:30: like gentrification, everybody wants their property values to  
go up,  
00:47:30 --> 00:47:33: but they don't want to go up so much that  
00:47:33 --> 00:47:36: they're being displaced out of their community can no longer  
00:47:36 --> 00:47:38: live there. And so I think giving the having the  
00:47:38 --> 00:47:40: idea of community driven development it.  
00:47:40 --> 00:47:42: I think is a very powerful one and one I  
00:47:42 --> 00:47:44: think there's a huge opportunity.  
00:47:44 --> 00:47:44: For it  
00:47:46 --> 00:47:48: and I would just add on to that Taylor as  
00:47:48 --> 00:47:53: you were mentioning about the giving Community power  
through knowledge  
00:47:53 --> 00:47:56: and and and those things I would add to that  
00:47:56 --> 00:47:59: resourcing so community they already have a lot of the  
00:47:59 --> 00:48:03: knowledge around what needs to happen within their  
community. What  
00:48:03 --> 00:48:06: they do is they like access to the resources and

00:48:06 --> 00:48:09: the capital to be able to make that happen. And  
00:48:09 --> 00:48:13: it doesn't mean that the capital doesn't exist. It means  
00:48:13 --> 00:48:17: the relation, the necessary relationships that need to exist.  
00:48:17 --> 00:48:20: In order to open up the access to capital, isn't  
00:48:20 --> 00:48:23: there, and So what I would do is just encourage  
00:48:23 --> 00:48:26: us as real estate professionals to ensure that we are  
00:48:26 --> 00:48:30: opening and broadening our lens to being more open to  
00:48:30 --> 00:48:35: different relationships with individuals and Community and  
looking at those  
00:48:35 --> 00:48:39: historical practices that existed in lending practices and  
things of  
00:48:39 --> 00:48:43: that nature that may be pulling forth today. That's creating  
00:48:43 --> 00:48:47: unnecessary barriers for community to access that capital  
needed. And  
00:48:47 --> 00:48:47: so.  
00:48:48 --> 00:48:49: Those are just some of my thoughts or comments on  
00:48:49 --> 00:48:50: that.  
00:48:50 --> 00:48:54: I agree, I think that that it's an important question,  
00:48:54 --> 00:48:58: but you can have inclusion without equity and and I  
00:48:58 --> 00:49:02: think it's it's really critical to think about the equity  
00:49:02 --> 00:49:05: mindset and the equity lens applied to the project and  
00:49:05 --> 00:49:10: the inclusion of, you know bipac ownership or development  
on  
00:49:10 --> 00:49:14: the team can be very important, but also completely  
insufficient,  
00:49:14 --> 00:49:17: right? I mean I can do a project that is  
00:49:17 --> 00:49:19: destructive to communities.  
00:49:19 --> 00:49:22: This is easily, as anybody else can do your project  
00:49:22 --> 00:49:25: that's destructive to communities if you're not coming at it  
00:49:25 --> 00:49:28: with the right or with the right mindset. And conversely,  
00:49:28 --> 00:49:31: you can have more positive impact thinking about equity  
being  
00:49:31 --> 00:49:34: sort of as we define it, just and fair inclusion,  
00:49:34 --> 00:49:37: more positive impact, more inclusion with a team that doesn't  
00:49:37 --> 00:49:40: have my pocket ownership but has the mindset, and then  
00:49:40 --> 00:49:43: vice versa. So it's a very important element. I think  
00:49:43 --> 00:49:45: in all these point, ultimately you have to close the  
00:49:45 --> 00:49:48: economic gap, but I think one of the things that  
00:49:48 --> 00:49:50: we talked about in the principles and.  
00:49:50 --> 00:49:53: And then I just. I think it's just really important.  
00:49:53 --> 00:49:56: Is is to keep the mindset on equity and not  
00:49:56 --> 00:49:59: just checking off the boxes in terms of of of  
00:49:59 --> 00:50:02: of who's on the who's on the team? Sorry Gabriel.



00:50:02 --> 00:50:04: Do you wanna come in on this question?

00:50:05 --> 00:50:07: I do, I wanted to to see that you know,

00:50:07 --> 00:50:10: does it have to have bipack ownership, but I do

00:50:10 --> 00:50:13: think we have to be very intentional about what we're

00:50:13 --> 00:50:16: trying to do here. We're trying to reverse.

00:50:17 --> 00:50:23: Decades of racist systemic barriers to wealth and ownership. So,

00:50:23 --> 00:50:27: however, in in our realms we can focus on that.

00:50:28 --> 00:50:32: I think we need to. I think from the design

00:50:32 --> 00:50:37: and construction side we, you know, state doesn't mandate a

00:50:37 --> 00:50:42: percentage of workforce to be anything. But as a project

00:50:43 --> 00:50:47: from the client side, we are pushing contractors.

00:50:47 --> 00:50:52: To go beyond to include so that we're building economic.

00:50:54 --> 00:50:57: Wells in skill in the communities where we're building these

00:50:57 --> 00:50:59: projects and working with the community.

00:51:03 --> 00:51:06: Another question that's that's coming up. It's kind of more

00:51:06 --> 00:51:10: in the practical side, is thoughts about public engagement for

00:51:10 --> 00:51:13: development with racial diversity and how we how we do

00:51:13 --> 00:51:16: that. And I will kick that off because we did

00:51:16 --> 00:51:21: some training for the development team within our organization. Actually

00:51:21 --> 00:51:24: a couple of years ago. Kind of around this this

00:51:24 --> 00:51:27: topic and I would say that the the key takeaways

00:51:27 --> 00:51:30: from from that training were really starting before we were

00:51:30 --> 00:51:33: engaging with the Community trying to understand.

00:51:33 --> 00:51:37: The context into which we were stopping, right? The history?

00:51:37 --> 00:51:42: The localized history separate depart from sort of broad histories

00:51:42 --> 00:51:46: around around race and equity, but the localized history in

00:51:46 --> 00:51:50: that community and really understanding the context that we were

00:51:50 --> 00:51:53: stepping into to step in first in the mode of

00:51:53 --> 00:51:57: listening and not presenting or selling, which I think is

00:51:57 --> 00:52:00: is probably the the developers number one misstep you know

00:52:00 --> 00:52:02: often and then to think about.

00:52:04 --> 00:52:05: Who's impacted by this project?

00:52:07 --> 00:52:08: Who's at the table with us?

00:52:09 --> 00:52:12: And where do those two circles not intersect?

00:52:12 --> 00:52:14: And then are we OK with that or do we

00:52:14 --> 00:52:16: need to be bringing other people into the into the

00:52:16 --> 00:52:19: discussion? And I think that that kind of framework is

00:52:19 --> 00:52:22: is. That's that's very basic and there are great professionals

00:52:22 --> 00:52:24: who can help you know, train teams in more detail,

00:52:24 --> 00:52:26: but that kind of basic framework I think has been  
00:52:27 --> 00:52:29: really, really helpful in thinking about this work.  
00:52:30 --> 00:52:32: And a melanated. Or if you have other thoughts on  
00:52:32 --> 00:52:32: that.  
00:52:34 --> 00:52:36: I would just simply add a simple as you think  
00:52:36 --> 00:52:40: about public engagement is what you would consider high  
reliability  
00:52:40 --> 00:52:43: organization or principles. You defer to the expertise in the  
00:52:43 --> 00:52:46: room regardless of what your title is and your experience.  
00:52:46 --> 00:52:48: If you're in a room full of community, defer to  
00:52:48 --> 00:52:51: the expertise that resides within that room. If you're in  
00:52:51 --> 00:52:55: a room full of individuals that are real estate professionals  
00:52:55 --> 00:52:57: and you need someone to focus on a specific aspect  
00:52:57 --> 00:53:00: of real estate development, you defer to the expertise in  
00:53:00 --> 00:53:03: that room. So it is. I agree, AJ. Listen. First,  
00:53:03 --> 00:53:04: defer to the expertise.  
00:53:04 --> 00:53:06: With eyes in the room and then bring it all  
00:53:06 --> 00:53:07: together.  
00:53:09 --> 00:53:11: Yeah, I would just say leave with curiosity.  
00:53:12 --> 00:53:18: Right and and engagement is truly engagement, not just  
spitting  
00:53:18 --> 00:53:21: out information, but really receiving.  
00:53:24 --> 00:53:26: Perfect, I think at at this point I need to  
00:53:26 --> 00:53:29: turn it over to the to the building healthy places  
00:53:29 --> 00:53:31: team to to lead us home. But I want to  
00:53:31 --> 00:53:34: thank everyone on the panel for their participation. All of  
00:53:34 --> 00:53:37: you in the audience for your questions. We we didn't  
00:53:37 --> 00:53:39: get to all of them. We'll try to follow up  
00:53:39 --> 00:53:41: with as many of them as we as we can,  
00:53:41 --> 00:53:44: but let me welcome Rachel clear to the discussion and  
00:53:44 --> 00:53:46: she'll she'll read it out for us, Rachel.  
00:53:47 --> 00:53:51: Thank you AJ. Gabrielle and Melanie, for this rich discussion  
00:53:51 --> 00:53:54: and special thanks to AJ for moderating the panel and  
00:53:54 --> 00:53:56: for chairing the workshop.  
00:53:58 --> 00:54:00: That led to the development of the Temple of schools.  
00:54:02 --> 00:54:05: For you participants in physics, we could have kept talking  
00:54:05 --> 00:54:08: for a long time. We hope that you got a  
00:54:08 --> 00:54:11: lot out of the webinar. It's clear that there's so  
00:54:11 --> 00:54:14: much interest and energy around this topic, which is very  
00:54:14 --> 00:54:17: invigorating. I invite you to tell us what you learned  
00:54:18 --> 00:54:20: or a key thing that you took away from the  
00:54:20 --> 00:54:23: webinar by sharing one thing in the chat.  
00:54:24 --> 00:54:28: Please do check out the 10 principles for embedding racial

00:54:28 --> 00:54:32: equity in real estate development report. I'll note that there  
00:54:32 --> 00:54:36: were there are two versions of the report and for  
00:54:36 --> 00:54:40: you folks with keen interest, you might want to specifically  
00:54:40 --> 00:54:44: check out the expanded version, which has a lot of  
00:54:44 --> 00:54:48: cities. I heard folks asking for examples and statistics and  
00:54:48 --> 00:54:51: you can find those in the expanded version and you  
00:54:51 --> 00:54:54: can find the report at knowledge.ui.org.  
00:54:54 --> 00:54:58: Fresh racial equity and the knowledge printer page also  
includes  
00:54:58 --> 00:55:02: a worksheet that provides questions for reflection as you  
read  
00:55:02 --> 00:55:06: the report and helps you think about how you can  
00:55:06 --> 00:55:11: embed the principles in your own professional practice.  
Additional resources  
00:55:11 --> 00:55:14: are available in our social equity resource hub. Also let  
00:55:14 --> 00:55:18: us know what you think of this webinar by filling  
00:55:18 --> 00:55:21: out the survey at the link in the chat. Your  
00:55:21 --> 00:55:24: feedback is really important to us, so please don't skip  
00:55:24 --> 00:55:25: this step.  
00:55:25 --> 00:55:27: That directly informs our future.  
00:55:27 --> 00:55:28: Webinars.  
00:55:28 --> 00:55:31: And lets us know what you liked and didn't like  
00:55:31 --> 00:55:34: and would like to see in the future. The webinar  
00:55:34 --> 00:55:38: will be posted at knowledge.ui.org and a link to the  
00:55:38 --> 00:55:41: webinar recording will be emailed to you. Thank you for  
00:55:41 --> 00:55:45: joining us today. Have a great afternoon and take good  
00:55:45 --> 00:55:45: care.

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