

# 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 ULI  
 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 ULI 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

00:01:37 --> 00:01:42: prioritizing racial equity throughout their work and leveraging the development process to

00:01:42 --> 00:01:46: foster more equitable outcomes in communities.

00:01:47 --> 00:01:51: The report is actionable. The principles themselves are high level

00:01:51 --> 00:01:55: ideas, but the report does include best practices and concrete

00:01:55 --> 00:01:59: examples of applying the principles so that readers can immediately

00:01:59 --> 00:02:00: begin using them.

00:02:01 --> 00:02:05: And this report is made for individuals. The ideas are

00:02:05 --> 00:02:09: usable and practitioners day to day work and readers do

00:02:09 --> 00:02:13: not have to wait for organizational or industry change to

00:02:13 --> 00:02:18: being meaningfully embedding racial equity into their professional practice. The

00:02:18 --> 00:02:21: goal of the report is to help equip real estate

00:02:21 --> 00:02:27: professionals across geographies, sectors and backgrounds to deliver the financial

00:02:27 --> 00:02:30: and social benefits of equity to all stakeholders.

00:02:31 --> 00:02:35: Developers and partners. The local community and cities.

00:02:36 --> 00:02:40: This requires understanding the history of racial injustice in the

00:02:40 --> 00:02:43: United States and the role that real estate has played

00:02:43 --> 00:02:44: in it.

00:02:45 --> 00:02:49: Now the industry has an opportunity and responsibility to foster

00:02:49 --> 00:02:53: more equitable outcomes in the places all of us live,

00:02:53 --> 00:02:54: work and play.

00:02:55 --> 00:02:59: This directly aligns with utilized mission to shape the future

00:02:59 --> 00:03:03: of the built environment for transformative impact in communities, all

00:03:03 --> 00:03:08: communities worldwide. The principles are an important start, but we

00:03:08 --> 00:03:12: also recognize that change requires a sustained long term commitment

00:03:12 --> 00:03:13: to this work.

00:03:14 --> 00:03:18: We are excited to continue supporting Members on their own

00:03:18 --> 00:03:21: journeys and ensuring that they can turn to Yuli for

00:03:21 --> 00:03:25: best practices on these important topics. And now I'm going

00:03:25 --> 00:03:28: to turn it over to AJ Jackson, the executive Vice

00:03:28 --> 00:03:32: President, social impact investing at JBG Smith, and our workshop

00:03:32 --> 00:03:34: chair over to you, AJ.

00:03:35 --> 00:03:38: 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  
00:07:24 --> 00:07:28: and real estate development. As Gwyneth mentioned, it was  
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

00:08:32 --> 00:08:33: 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

00:08:47 --> 00:08:50: 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

00:08:56 --> 00:09:00: 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.

00:09:26 --> 00:09:30: 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 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  
00:17:15 --> 00:17:19: firm focusing on  
00:17:19 --> 00:17:23: the built environment, especially working with developers and  
00:17:23 --> 00:17:26: architects and  
00:17:26 --> 00:17:29: engineers to help them design buildings that are more  
00:17:29 --> 00:17:32: responsibly  
00:17:32 --> 00:17:36: built and efficient and healthy as well and and also  
00:17:36 --> 00:17:39: work on 3rd party certifications like lead both on the  
00:17:39 --> 00:17:43: building side but also in the community side.  
00:17:43 --> 00:17:46: Of design my my history is obviously much different, but  
00:17:46 --> 00:17:50: I think there were two critical points in my life  
00:17:50 --> 00:17:53: that kind of made me start to care about these  
00:17:53 --> 00:17:58: issues more and one was in 6th grade when I  
00:17:58 --> 00:18:01: had basically grown up in the public school system in  
00:18:01 --> 00:18:02: a predominantly white community and I went to a new  
00:18:02 --> 00:18:06: school that was in a black, predominantly black community  
00:18:06 --> 00:18:09: and  
00:18:09 --> 00:18:12: it was a much different experience for me and I  
00:18:12 --> 00:18:15: was around.  
00:18:15 --> 00:18:18: People of different socioeconomic statuses, and so I learned  
00:18:18 --> 00:18:21: so  
00:18:21 --> 00:18:24: much about the world I was had been living in  
00:18:24 --> 00:18:27: up to that point and the world that really was  
00:18:27 --> 00:18:31: out there and and and in a more segregated society.  
00:18:31 --> 00:18:32: And I I made friends that were living in in  
00:18:32 --> 00:18:36: much different situations and and and learned about how I  
00:18:36 --> 00:18:40: what we were not much different and what? Why was  
that? Why did they live in a different place? Or  
why were they of a difference this year? Anomic status?  
And so I started to question.  
These things, and then when I got into college I  
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: early

00:21:36 --> 00:21:39: on, but when I started my career in in development,

00:21:39 --> 00:21:43: one of the first projects that was fortunate to work

00:21:43 --> 00:21:46: on was the redevelopment of a public housing project into

00:21:46 --> 00:21:49: a mixed income community in in Washington DC and another

00:21:49 --> 00:21:53: in Alexandria, VA. And it was really in that in

00:21:53 --> 00:21:55: those two projects that that I saw two things. One

00:21:56 --> 00:22:00: was the incredibly transformative power of.

00:22:00 --> 00:22:04: As as Gabrielle said, well designed, well built environments

00:22:04 --> 00:22:08: on

00:22:08 --> 00:22:12: people's lives. We had parents thanking us for their children,

00:22:12 --> 00:22:15: being able to breathe inside of their homes again, which

00:22:15 --> 00:22:19: you think would be, would be table stakes. And, you

00:22:19 --> 00:22:23: know, in a first world city, but also the incredible

00:22:23 --> 00:22:25: business opportunity that existed in doing this. This type of

00:22:26 --> 00:22:29: work, and so the notion that we could have real

00:22:29 --> 00:22:34: sustained impact and increase equity.

00:22:34 --> 00:22:38: For for communities and in a way that was not

00:22:38 --> 00:22:41: purely charity was not dependent upon philanthropy. Was

00:22:42 --> 00:22:46: really

00:22:46 --> 00:22:51: an exciting kind of revelation for me and something that

00:22:51 --> 00:22:54: I've really spent the rest of my career trying to

00:22:54 --> 00:22:56: find ways to drive more and more institutional behavior and

00:22:56 --> 00:22:59: institutional capital and scale into the type of development

00:22:59 --> 00:23:02: that

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

00:22:59 --> 00:23:02: is is good business.

00:22:59 --> 00:23:02: So that's that's kind of a little bit of the

00:22:59 --> 00:23:02: 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

00:31:58 --> 00:31:58: ourselves.  
 00:32:00 --> 00:32:04: Accountable.  
 00:32:04 --> 00:32:09: Including including all the team members, right? It's not just  
 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  
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

00:52:40 --> 00:52:43: reliability

00:52:43 --> 00:52:46: organization or principles. You defer to the expertise in the

00:52:46 --> 00:52:48: room regardless of what your title is and your experience.

00:52:48 --> 00:52:51: If you're in a room full of community, defer to

00:52:51 --> 00:52:55: the expertise that resides within that room. If you're in

00:52:55 --> 00:52:57: a room full of individuals that are real estate professionals

00:52:57 --> 00:53:00: and you need someone to focus on a specific aspect

00:53:00 --> 00:53:03: of real estate development, you defer to the expertise in

00:53:03 --> 00:53:04: that room. So it is. I agree, AJ. Listen. First,

00:53:04 --> 00:53:06: defer to the expertise.

00:53:06 --> 00:53:07: With eyes in the room and then bring it all

00:53:07 --> 00:53:09: 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

00:53:18 --> 00:53:21: spitting

00:53:21 --> 00:53:24: 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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