

Video

ULI Minnesota: Funding Model Exploration Case Studies

Date: June 17, 2021

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

00:01:28 --> 00:01:31: be a part of this four PA model of hackathon
00:01:31 --> 00:01:35: and we look forward to a productive session today.
00:01:35 --> 00:01:39: Right, thank you, Mr. Anderson the the the two slides
00:01:40 --> 00:01:42: that I really wanted to focus in on.
00:01:42 --> 00:01:46: Is really these two and part of it really focuses
00:01:46 --> 00:01:51: in on the continued work beyond just what we're doing
00:01:51 --> 00:01:53: here in our pre planning.
00:01:53 --> 00:01:57: So certainly we were hopeful that the legislature has come
00:01:57 --> 00:01:58: to some resolution.
00:01:58 --> 00:02:02: We're hoping to hear sometime next week about our ask
00:02:02 --> 00:02:03: at the legislature,
00:02:03 --> 00:02:07: but I I wanted to really focus in on the
00:02:07 --> 00:02:09: third from the top.
00:02:09 --> 00:02:13: If you will. Organizational and ecosystem capacity building.
00:02:13 --> 00:02:17: And then the anti displacement and restorative development
00:02:17 --> 00:02:21: modeling.
00:02:17 --> 00:02:21: There's a relationship between the work that you're engaged
00:02:21 --> 00:02:25: in
00:02:21 --> 00:02:25: and creating kind of the finance model or the ideas
00:02:25 --> 00:02:29: around the financing model and how we address some of
00:02:29 --> 00:02:31: the social, economic and environmental.
00:02:31 --> 00:02:36: The organizational and ecosystem capacity building
00:02:36 --> 00:02:39: resources are intended to
00:02:36 --> 00:02:39: really help support the the four P model and to
00:02:39 --> 00:02:43: really further engage the community and the eco system.
00:02:43 --> 00:02:45: Itself, as we're kind of moving forward,
00:02:45 --> 00:02:48: so I just thought I'd lay this out to let
00:02:48 --> 00:02:52: you know that the work that you're doing will carry
00:02:52 --> 00:02:53: forward,
00:02:53 --> 00:02:55: and it's foundational to that momentum.
00:02:55 --> 00:02:59: The other slide that I just really wanted to.
00:02:59 --> 00:03:02: Get back to if you could afford me just another
00:03:02 --> 00:03:03: moment or so.
00:03:03 --> 00:03:07: Again, what we're looking for when it's all said and
00:03:08 --> 00:03:10: done is for us to think about.
00:03:10 --> 00:03:12: OK, how do you take public,
00:03:12 --> 00:03:15: private, philanthropic and people? Each of these categories,
00:03:15 --> 00:03:17: and this is ultimately the vision.
00:03:17 --> 00:03:21: OK, but how do we ultimately take all of these
00:03:21 --> 00:03:23: complicated colors of money?
00:03:23 --> 00:03:26: If you will, or or stakeholders and create a framework
00:03:27 --> 00:03:29: that is easy for the ecosystem?
00:03:29 --> 00:03:32: Within this 4P model, to to to engage.

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

under
00:05:29 --> 00:05:30: four major categories.
00:05:30 --> 00:05:32: Housing small business cultural equity.
00:05:32 --> 00:05:38: And workforce development very similar issues that we that
that
00:05:38 --> 00:05:42: the Rondo area will be exploring as part of this
00:05:42 --> 00:05:48: work and going forward with that he also research interests
00:05:48 --> 00:05:54: focus on eco justice. Categories community engagement
green job skill
00:05:54 --> 00:05:59: development bond holds a bachelor's degree from IT in it
00:05:59 --> 00:06:01: from Strayer University,
00:06:01 --> 00:06:06: a Masters degree in Project management from George
Washington University
00:06:06 --> 00:06:07: University I.
00:06:07 --> 00:06:11: I have not had my coffee.
00:06:11 --> 00:06:14: So Vaughn thank you very much for being here and
00:06:14 --> 00:06:17: we look forward to hearing about your project.
00:06:17 --> 00:06:20: Betty and good morning everybody.
00:06:20 --> 00:06:22: I'm gonna pull up my screen.
00:06:31 --> 00:06:32: Can everybody see that? OK,
00:06:33 --> 00:06:35: yes looks great thanks. Thank you.
00:06:35 --> 00:06:37: So it is again good morning.
00:06:37 --> 00:06:40: I'm voluntary. I'm the director of equity with the 11th
00:06:40 --> 00:06:44: St Bridge Park which is a project of building bridges
00:06:44 --> 00:06:45: across the river.
00:06:45 --> 00:06:49: I'm only have about 15 minutes today so I'm not
00:06:49 --> 00:06:53: going to talk less about the park and more about
00:06:53 --> 00:06:57: the strategies that we are working towards so that.
00:06:57 --> 00:07:01: We can make sure we are engaging with the community
00:07:01 --> 00:07:03: in a very effective way,
00:07:03 --> 00:07:05: but our bridge part, but holistically,
00:07:05 --> 00:07:08: just to give you a really quick snapshot,
00:07:08 --> 00:07:12: the park is going to be a transformational space where
00:07:12 --> 00:07:17: we are repurposing an old vehicular bridge and recreating it
00:07:17 --> 00:07:20: or transforming it into a pedestrian park.
00:07:20 --> 00:07:24: It's going to connect two communities that I might talk
00:07:24 --> 00:07:25: about a little bit later,
00:07:25 --> 00:07:29: but really that couldn't be come any further apart.
00:07:29 --> 00:07:31: It spans across the Anacostia River,
00:07:31 --> 00:07:34: which, if people are familiar in DC,
00:07:34 --> 00:07:37: on the Anacostia River, is one of two rivers that
00:07:37 --> 00:07:39: run through Washington DC,
00:07:39 --> 00:07:43: in the Anacostia River is also really served as a

00:07:44 --> 00:07:46: divider in a lot of ways.

00:07:46 --> 00:07:50: Between those that have and those that haven't between a

00:07:50 --> 00:07:53: largely African American population as of late,

00:07:53 --> 00:07:56: and they're not in in a much more mixed up

00:07:56 --> 00:08:01: a community that's been disinvested disinvested in for a long

00:08:01 --> 00:08:01: time,

00:08:01 --> 00:08:05: and one that has. And So what are the one

00:08:05 --> 00:08:08: of the goals of the park is to seek to

00:08:08 --> 00:08:13: bring those communities together in a way so that where

00:08:13 --> 00:08:17: there are a lot of stereotypes.

00:08:17 --> 00:08:21: About each others communities those communities can meet

00:08:21 --> 00:08:24: in the

00:08:21 --> 00:08:24: common ground and work work together.

00:08:24 --> 00:08:26: The bridge part is, uh,

00:08:26 --> 00:08:29: is is a part of building bridges across the River

00:08:29 --> 00:08:30: river,

00:08:30 --> 00:08:32: which is a nonprofit that's.

00:08:32 --> 00:08:37: Focused on providing quality resources to residents that live

00:08:38 --> 00:08:41: east

00:08:38 --> 00:08:41: of the Anacostia River and this is this is a

00:08:41 --> 00:08:44: picture of our main location,

00:08:44 --> 00:08:47: which is the art town Hall,

00:08:47 --> 00:08:50: education arts and education and recreation camp.

00:08:50 --> 00:08:54: It's ultimately it's a civic space that provides,

00:08:54 --> 00:08:58: UM. You know opportunities for the arts for access to

00:08:58 --> 00:08:59: food,

00:08:59 --> 00:09:03: access to jobs and things of that nature.

00:09:03 --> 00:09:06: Here's a rendering the 11th St Bridge Park.

00:09:06 --> 00:09:09: This is what it's going to look like before we

00:09:09 --> 00:09:10: got there.

00:09:10 --> 00:09:14: Uhm, there was a lot of conversation in the community

00:09:14 --> 00:09:16: where we had over 200 meetings,

00:09:16 --> 00:09:20: really. Just asking the community to or to just express

00:09:20 --> 00:09:23: this idea of this bridge park and really asking the

00:09:23 --> 00:09:25: permission from the community.

00:09:25 --> 00:09:29: Is this something that you even want?

00:09:29 --> 00:09:32: Uh, you know we spoke to community leaders.

00:09:32 --> 00:09:35: We spoke to faith based leaders.

00:09:35 --> 00:09:37: We've spoke to nonprofit organizations.

00:09:37 --> 00:09:40: We spoke to residents, spoke to business owners.

00:09:40 --> 00:09:44: We spoke to government. People come really to just kind

00:09:44 --> 00:09:47: of talk about this idea of a bridge park.

00:09:47 --> 00:09:51: Before, you know, engineer was.
00:09:51 --> 00:09:53: Hired or design was drawn up really.
00:09:53 --> 00:09:57: Just wanted to make sure that this is something that
00:09:57 --> 00:09:59: community even wanted.
00:09:59 --> 00:10:01: After there being a lot of excitement around this idea
00:10:01 --> 00:10:02: of the bridge part,
00:10:02 --> 00:10:04: the next question was OK.
00:10:04 --> 00:10:06: Well, this is something that you want.
00:10:06 --> 00:10:09: What should it look like and not what should it
00:10:09 --> 00:10:10: look like?
00:10:10 --> 00:10:13: Justin, just like what color should the benches be?
00:10:13 --> 00:10:17: But uhm, what should the price points be set when
00:10:17 --> 00:10:19: people are purchasing products?
00:10:19 --> 00:10:22: What kind of programming should take place on the part?
00:10:22 --> 00:10:25: Because although we expect that people were going to come
00:10:25 --> 00:10:27: both nationally and even globally to this part,
00:10:27 --> 00:10:30: we really wanted it to be a local part and
00:10:30 --> 00:10:33: we wanted the residents to feel like it was their
00:10:33 --> 00:10:33: own.
00:10:36 --> 00:10:39: And so we had a number of different meetings.
00:10:39 --> 00:10:43: UM, really too. I'm a backup one I wanna give.
00:10:43 --> 00:10:47: I want to give more emphasis to that even in
00:10:47 --> 00:10:49: the the construction of the part.
00:10:49 --> 00:10:53: What we did was work with residents that made up
00:10:53 --> 00:10:57: a design oversight committee and their job was really to
00:10:57 --> 00:11:00: look at the design brief to review it,
00:11:00 --> 00:11:01: to make tweaks to it,
00:11:01 --> 00:11:04: to speak to the design teams.
00:11:04 --> 00:11:07: And so from the very beginning that's I want to
00:11:07 --> 00:11:10: just underscore from the very beginning,
00:11:10 --> 00:11:14: the community. Was involved even in the design of the
00:11:14 --> 00:11:15: park once.
00:11:15 --> 00:11:17: Uh, the design was selected.
00:11:17 --> 00:11:23: One of the things that we heard from the community
00:11:23 --> 00:11:23: was.
00:11:23 --> 00:11:29: Not only was it important for a man.
00:11:29 --> 00:11:32: Not only they said the the park was amazing and
00:11:32 --> 00:11:35: this would be a great amenity.
00:11:35 --> 00:11:38: However, what can we do for our community,
00:11:38 --> 00:11:42: right? And oftentimes what we found was in our research
00:11:42 --> 00:11:45: whether it was across our city or across the country.
00:11:45 --> 00:11:48: Oftentimes when development was coming into communities,

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

00:15:01 --> 00:15:04: could work on so that we could have development but
00:15:04 --> 00:15:08: it wouldn't displace the people that were already there?
00:15:08 --> 00:15:11: The combination of that was what's called an equitable
development
00:15:11 --> 00:15:12: plan.
00:15:12 --> 00:15:15: It's a, it's a 34 different strategies that have housing
00:15:15 --> 00:15:16: strategies,
00:15:16 --> 00:15:19: workforce strategy, small business, and then cultural
empathy.
00:15:19 --> 00:15:22: This particular slide I like to show it's a
00:15:22 --> 00:15:25: one mile radius around the future Bridge Park,
00:15:25 --> 00:15:28: but what we did early on was just take some
00:15:28 --> 00:15:30: some baseline data to see,
00:15:30 --> 00:15:34: kind of like you know what?
00:15:34 --> 00:15:38: What were some of the statistics that come within the area
00:15:38 --> 00:15:40: and the the the one?
00:15:40 --> 00:15:44: Marker I always like to point out is the difference
00:15:44 --> 00:15:48: in the median value of the owner occupied housing in
00:15:48 --> 00:15:52: east in the east of the river community there is
00:15:52 --> 00:15:57: about a 450,000 delta with the same type of homes
00:15:57 --> 00:16:00: and the UM on West of the river like the
00:16:00 --> 00:16:01: same size.
00:16:01 --> 00:16:05: Same types of home. The only difference is there about
00:16:05 --> 00:16:09: nine 900 feet difference in one side is primarily African
00:16:09 --> 00:16:10: American.
00:16:10 --> 00:16:12: And the other side is not dumb,
00:16:12 --> 00:16:15: and so you know it just kind of shows a
00:16:15 --> 00:16:16: different disparities.
00:16:16 --> 00:16:19: And because of that, because of the wealth disparity in
00:16:19 --> 00:16:20: those communities,
00:16:20 --> 00:16:22: it shows up in things like child poverty shows up
00:16:22 --> 00:16:24: and things like homelessness.
00:16:24 --> 00:16:28: It shows up in unemployment and just further exacerbates
issues
00:16:28 --> 00:16:31: that you know we're seeing in our communities.
00:16:31 --> 00:16:34: This is just kind of shining example of some of
00:16:34 --> 00:16:38: the different results that we've that that we've been able
00:16:38 --> 00:16:42: to do through the through the equity development strategies.
00:16:42 --> 00:16:45: I'm going to go in more into detail in these
00:16:45 --> 00:16:49: in the next few slides with our housing category.
00:16:49 --> 00:16:52: We have three main tools.
00:16:52 --> 00:16:53: We started Tenants Rights workshop.
00:16:53 --> 00:16:56: We worked with one of our close partners to start

00:16:56 --> 00:16:59: Home Buyers Club and through that home Buyers Club.
00:16:59 --> 00:17:02: We've already had over 800 people to participate in it.
00:17:02 --> 00:17:06: We've had about 90 people that that have purchased homes
00:17:06 --> 00:17:08: through that process and we also stood up.
00:17:08 --> 00:17:10: What's now the Douglas Community Land Trust?
00:17:10 --> 00:17:16: One of the. One of the strategies that resonated the
00:17:16 --> 00:17:20: most with people was how can we stand up our
00:17:20 --> 00:17:22: own community man?
00:17:22 --> 00:17:24: Trust for those that aren't familiar,
00:17:24 --> 00:17:28: a Land Trust ultimately is about providing permanent
affordability,
00:17:28 --> 00:17:32: and so we have set up a Land Trust.
00:17:32 --> 00:17:34: It's been fully incorporated 501C3 incorporated.
00:17:34 --> 00:17:39: They have about 220 properties in their inventory right now,
00:17:39 --> 00:17:43: and again, those are properties that are designated primarily
for.
00:17:43 --> 00:17:46: Come we say affordable but affordable for who right?
00:17:46 --> 00:17:50: And so like we've we are looking at a 30
00:17:50 --> 00:17:50: to 5050%
00:17:50 --> 00:17:54: AMR range for residents that have been in the community
00:17:54 --> 00:17:57: so that they're not getting displaced.
00:17:57 --> 00:18:00: We also have a small business strategies where we worked
00:18:00 --> 00:18:04: with some are close nonprofits like the Washington Area
Community
00:18:04 --> 00:18:07: Investment Fund or Wake up where they've been providing
technical
00:18:07 --> 00:18:11: assistance. They've also been providing loans to businesses
that are
00:18:11 --> 00:18:12: already in the Community,
00:18:12 --> 00:18:16: as well as providing technical assistance to people that want
00:18:16 --> 00:18:20: to create businesses that can potentially be on the park
00:18:20 --> 00:18:21: once it's built.
00:18:21 --> 00:18:24: Workforce development is one of those where you know,
00:18:24 --> 00:18:26: I'm sure I'm preaching to the choir.
00:18:26 --> 00:18:29: There's plenty of workforce development programs in our
community already,
00:18:29 --> 00:18:32: but how do we translate that into careers like how
00:18:32 --> 00:18:34: are we not just training people,
00:18:34 --> 00:18:36: but we're putting them in careers?
00:18:36 --> 00:18:38: And when the park is being built,
00:18:38 --> 00:18:41: how do we make sure that a general contractor is
00:18:41 --> 00:18:42: hiring locally,
00:18:42 --> 00:18:44: and so from day one for me?

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

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

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

00:23:50 --> 00:23:53: You'll get policy implemented, then those are changes that can
00:23:53 --> 00:23:55: be that can have a long term effect,
00:23:55 --> 00:23:57: so we know that was quick.
00:23:57 --> 00:23:59: I'm sure there's questions. Appreciate you all,
00:23:59 --> 00:24:02: giving me the opportunity to speak to you all today
00:24:02 --> 00:24:05: and I look forward to answering some of your questions.
00:24:05 --> 00:24:06: Thank you so much.
00:24:07 --> 00:24:09: Vaughn, thank you so much.
00:24:09 --> 00:24:12: We have a lot of questions in the chat.
00:24:12 --> 00:24:15: Your last slide just really put a bow on everything
00:24:15 --> 00:24:17: with the importance of collaborating,
00:24:17 --> 00:24:19: trust, knowing your past multi sector approach.
00:24:19 --> 00:24:23: I mean I think that just resonates with everything we're
00:24:23 --> 00:24:26: trying to do here and in the interest of time
00:24:26 --> 00:24:28: we have a lot of work to do today.
00:24:28 --> 00:24:31: Would you mind kind of scrolling through some of the
00:24:31 --> 00:24:34: questions and maybe answering him there?
00:24:34 --> 00:24:35: I I really appreciate it.
00:24:35 --> 00:24:38: Wish we had so much more time.
00:24:38 --> 00:24:41: That, but we have a lot to cover and thank
00:24:41 --> 00:24:44: you so much for your time and will will be
00:24:44 --> 00:24:48: sharing the slides with the team 'cause it's such very
00:24:48 --> 00:24:50: specific. Great information appreciating. Thank you,
00:24:50 --> 00:24:53: thank you. OK, so now,
00:24:53 --> 00:24:58: uhm, I'd like to move on to the next presentation.
00:24:58 --> 00:25:01: Clyde Warren Park. I many of you may have heard
00:25:01 --> 00:25:03: of Clyde Warren Park.
00:25:03 --> 00:25:06: It's a 5.2 acre highway cap over the wood Dale
00:25:06 --> 00:25:08: Rogers Freeway,
00:25:08 --> 00:25:11: Texas Highway 366 in Dallas.
00:25:11 --> 00:25:15: We have some great speakers here to talk about the
00:25:15 --> 00:25:19: project that was funded by a combination of public and
00:25:19 --> 00:25:20: philanthropic sources,
00:25:20 --> 00:25:25: including 20 million in transportation funds from the Texas
DOT,
00:25:25 --> 00:25:27: 50 million in private donations,
00:25:27 --> 00:25:30: and city bond issues. It's really as a a collective
00:25:30 --> 00:25:33: partnership between those entities.
00:25:33 --> 00:25:37: Terra Green is here to speak about this today.
00:25:37 --> 00:25:39: She joined Ojb in 2018.
00:25:39 --> 00:25:41: She is accomplished in part.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

00:34:30 --> 00:34:33: whether there would be more federal funding or more private

00:34:33 --> 00:34:33: funding.

00:34:33 --> 00:34:37: \$112 million was raised, 97 million was spent.

00:34:37 --> 00:34:39: That was intentional. The delta was the private money raised

00:34:39 --> 00:34:44: so that the park could be.

00:34:39 --> 00:34:44: Operated from the beginning until it becomes self sufficient.

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

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

doing

00:38:21 --> 00:38:24: new projects in Houston in El Paso in Austin.

00:38:24 --> 00:38:26: They're thinking about in southern Dallas.

00:38:26 --> 00:38:30: That's that's another deck part that Dallas is currently building

00:38:30 --> 00:38:30: right now,

00:38:30 --> 00:38:34: and Southern Dallas because text Dot said we're doing the

00:38:34 --> 00:38:35: highway work.

00:38:35 --> 00:38:38: If the community gets behind this week and we can

00:38:38 --> 00:38:42: do the structure that Community can do the park on

00:38:42 --> 00:38:42: top,

00:38:42 --> 00:38:44: so. I really loved it,

00:38:44 --> 00:38:48: but text also now wants to see development on top.

00:38:48 --> 00:38:51: We advocate for green space and what can you do

00:38:51 --> 00:38:53: in combination with development?

00:38:53 --> 00:38:56: Can you? What structures can you support?

00:38:56 --> 00:38:59: We worked with the City of Seattle on a feasibility

00:39:00 --> 00:39:02: study for I-5 through Downtown Seattle,

00:39:02 --> 00:39:06: reconnecting 10 different neighborhoods through about a mile and a

00:39:06 --> 00:39:10: half stretch and and a lot of the feasibility was

00:39:10 --> 00:39:12: simply at the engineering level.

00:39:12 --> 00:39:14: Can we have affordable housing?

00:39:14 --> 00:39:16: Can we have a Community Center?

00:39:16 --> 00:39:17: Can we have a school?

00:39:17 --> 00:39:20: Can we have parks and what sections can each area

00:39:20 --> 00:39:21: support?

00:39:21 --> 00:39:23: So engineering things to think about.

00:39:23 --> 00:39:26: So as I scroll through these images of what the

00:39:26 --> 00:39:27: structure look like,

00:39:27 --> 00:39:31: that that's why I wanted to raise those questions because

00:39:31 --> 00:39:34: that has to be determined in advance before you realize

00:39:34 --> 00:39:35: you know,

00:39:35 --> 00:39:37: what are you going to take on?

00:39:37 --> 00:39:40: What are the elements of the space you're trying to

00:39:40 --> 00:39:40: create?

00:39:40 --> 00:39:44: I really love this image right here of these trenches.

00:39:44 --> 00:39:47: Then mentioned the box beams earlier and this is one

00:39:47 --> 00:39:48: of those engineering marvels.

00:39:48 --> 00:39:51: These beams allowed us to do a couple of things.

00:39:51 --> 00:39:54: One keep the park at grade so there are streets

00:39:54 --> 00:39:56: that existed surrounding the park.

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

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

00:43:26 --> 00:43:29: but it does take a dedicated group.
00:43:29 --> 00:43:31: To operate and maintain it to decide what do we
00:43:31 --> 00:43:32: outsource?
00:43:32 --> 00:43:34: Do we outsource custodial or security?
00:43:34 --> 00:43:36: Do we do we keep that in House?
00:43:36 --> 00:43:39: Do we have our own team doing it?
00:43:39 --> 00:43:42: What are they adjacent? Seas to our part?
00:43:42 --> 00:43:44: What businesses do we want to support?
00:43:44 --> 00:43:45: What do we want business?
00:43:45 --> 00:43:48: Do we want to see taking place in the part
00:43:48 --> 00:43:51: program partners or a fantastic way to engage and give
00:43:51 --> 00:43:53: back into the community?
00:43:53 --> 00:43:56: Who are the organizations that can come into the part
00:43:56 --> 00:43:58: to do the the educational programming,
00:43:58 --> 00:44:00: the arts and cultural programming to?
00:44:00 --> 00:44:04: Produced the events. One of the biggest outcomes for Clyde,
00:44:04 --> 00:44:08: Warren Park is \$6.2 billion in development has taken place
00:44:08 --> 00:44:09: since the park opened.
00:44:09 --> 00:44:13: The park is not the only reason that happened,
00:44:13 --> 00:44:16: but it is a major reason that it happened.
00:44:16 --> 00:44:20: If you look at a heat map of where businesses
00:44:20 --> 00:44:21: were located,
00:44:21 --> 00:44:23: they were moving away from the freeway.
00:44:23 --> 00:44:27: They are now moving back towards the park so there
00:44:27 --> 00:44:30: was not displacement in the traditional sense.
00:44:30 --> 00:44:34: But the word, because there were no businesses there to
00:44:34 --> 00:44:35: start with,
00:44:35 --> 00:44:38: they started coming into the space.
00:44:38 --> 00:44:42: So one of the things that the businesses are seeing
00:44:42 --> 00:44:44: is an increase in their land.
00:44:44 --> 00:44:49: Land was selling at \$80.00 a square foot before the
00:44:49 --> 00:44:50: part got built.
00:44:50 --> 00:44:54: Now it's almost 600, so it's a very different equation
00:44:54 --> 00:44:57: than the 11th St Bridge Park.
00:44:57 --> 00:45:00: It's a very different community then reconnect Rondo.
00:45:00 --> 00:45:03: That is the impact that has happened here and those
00:45:03 --> 00:45:07: were some of the objectives for creating this amazing park
00:45:07 --> 00:45:08: in downtown Dallas.
00:45:08 --> 00:45:11: And it was never set out to say we're going
00:45:11 --> 00:45:13: to create economic impact.
00:45:13 --> 00:45:15: That was what has happened,
00:45:15 --> 00:45:18: but we're very, very proud of the social impact that

00:45:18 --> 00:45:19: we've created.
00:45:19 --> 00:45:22: Clyde Warren Park is the winner of the 2014 ULI
00:45:22 --> 00:45:24: Open Space Award.
00:45:24 --> 00:45:26: That is a stamp of approval by ULI.
00:45:26 --> 00:45:28: We're incredibly proud of that.
00:45:28 --> 00:45:30: Said, we have made an economic.
00:45:30 --> 00:45:33: Impact we have made a social impact.
00:45:33 --> 00:45:37: We have made a communal impact and Clyde Warren Park
00:45:37 --> 00:45:38: to this day.
00:45:38 --> 00:45:41: Still is the place where the community comes to create
00:45:41 --> 00:45:43: memories and celebrations.
00:45:43 --> 00:45:46: This is where we came to mourn after the shootings
00:45:47 --> 00:45:50: in Dallas in July a couple of years ago.
00:45:50 --> 00:45:53: This is where we come for simulcast where we get
00:45:53 --> 00:45:57: to celebrate the arts when others may never even been
00:45:57 --> 00:46:01: exposed to different art forms where we have cultural
celebrations.
00:46:01 --> 00:46:03: Where we have religious celebrations,
00:46:03 --> 00:46:05: this is where we do fitness.
00:46:05 --> 00:46:09: I used to joke that I had no reason not
00:46:09 --> 00:46:13: to workout because there was a fitness class going on
00:46:14 --> 00:46:16: at all times in the park for free,
00:46:16 --> 00:46:19: and so it was about creating festivals,
00:46:19 --> 00:46:22: creating business opportunities, just places to relax too.
00:46:22 --> 00:46:26: We never want of space to be overly programmed.
00:46:26 --> 00:46:29: We want it to have a balance between active and
00:46:30 --> 00:46:31: passive uses we wanted.
00:46:31 --> 00:46:33: We want to create dialogue.
00:46:33 --> 00:46:36: We want people to be able to come and just
00:46:36 --> 00:46:39: sit and enjoy play soccer on the lawn with their
00:46:39 --> 00:46:40: families,
00:46:40 --> 00:46:41: play a pickup game you know,
00:46:41 --> 00:46:43: meet people you've never met before.
00:46:43 --> 00:46:45: Let kids play in the water features.
00:46:45 --> 00:46:49: This park was actually rated the number one Splash Park
00:46:49 --> 00:46:52: in Dallas and we never intended it for be that
00:46:52 --> 00:46:53: to be that way.
00:46:53 --> 00:46:57: But we had interactive water features where families could
have
00:46:57 --> 00:47:00: staycation's you never had to take your wallet out if
00:47:00 --> 00:47:01: you came to the park,
00:47:01 --> 00:47:04: but. You can have a full days worth of activities.
00:47:04 --> 00:47:07: We figured out programming that stacked activities together,

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

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

00:50:56 --> 00:51:03: inviting me. Appreciate it. Secretary Buddha
 00:51:03 --> 00:51:06: Judge I want to come back to you on a
 00:51:06 --> 00:51:10: question about how the American jobs plan proposal to \$20
 00:51:10 --> 00:51:15: billion grant program to help reconnect communities that
 have been
 00:51:15 --> 00:51:18: split apart by the creation of federal highways.
 00:51:19 --> 00:51:22: So just give me a minute to tell you about
 00:51:22 --> 00:51:26: the story of the Rondo neighborhood in Saint Paul.
 00:51:26 --> 00:51:30: Rondo was a lively community with hundreds of prospering
 black
 00:51:30 --> 00:51:32: businesses and family homes,
 00:51:32 --> 00:51:36: 88 percent, 80%. Of Saint Paul's African American
 population lived
 00:51:36 --> 00:51:37: in Rondo,
 00:51:37 --> 00:51:40: including a strong and flourishing middle class,
 00:51:40 --> 00:51:43: and then in the late 1950s and 1960s.
 00:51:43 --> 00:51:47: You know this story. Construction of the I-94 in a
 00:51:47 --> 00:51:51: straight tour literally ripped this community in half.
 00:51:51 --> 00:51:55: 700 homes owned by black families were destroyed.
 00:51:55 --> 00:51:59: 300 businesses gone forever and the destruction of these
 homes
 00:51:59 --> 00:52:03: and businesses had a devastating impact on this community.
 00:52:03 --> 00:52:06: \$157 million in home equity loss.
 00:52:06 --> 00:52:09: That's equity that never was able to be passed on
 00:52:09 --> 00:52:14: and has clearly contributed to the intergenerational wealth
 gap that
 00:52:14 --> 00:52:18: we see so significantly in Rondo in Minnesota and and
 00:52:18 --> 00:52:22: the whole country. So. But here's the good news.
 00:52:22 --> 00:52:25: The Amazing community group called Reconnect.
 00:52:25 --> 00:52:28: Rondo has a vision for how to build a land
 00:52:28 --> 00:52:33: bridge over the I-94 freeway and create an African American.
 00:52:33 --> 00:52:36: Arts and enterprise and culture and living community.
 00:52:36 --> 00:52:39: So could you in the few seconds that I have
 00:52:39 --> 00:52:42: left talked to us a little bit about how that
 00:52:42 --> 00:52:46: vision for reconnect Rondo fits with what your vision is.
 00:52:46 --> 00:52:48: For that \$20 billion grant program.
 00:52:49 --> 00:52:51: Well, thank you, thank you very briefly.
 00:52:51 --> 00:52:54: This is certainly an example of what we've been talking
 00:52:55 --> 00:52:58: about in terms of how federal dollars often served to
 00:52:58 --> 00:52:58: segregate,
 00:52:58 --> 00:53:01: divide, or destroy neighborhoods of color and.
 00:53:01 --> 00:53:02: And, as your example illustrates,
 00:53:02 --> 00:53:06: this is not something that was confined to one region

00:53:06 --> 00:53:09: of the country it happened in so many different places.
00:53:09 --> 00:53:11: So now the question is,
00:53:11 --> 00:53:13: how can we write that wrong?
00:53:13 --> 00:53:16: Sometimes that that in some geographies that's meant
removing,
00:53:16 --> 00:53:18: replacing, or submerging a highway in.
00:53:18 --> 00:53:21: Others, it means working around it and and that's,
00:53:21 --> 00:53:24: I think, an elegant quality of the of the proposal
00:53:24 --> 00:53:27: you're describing and and these are the kinds of initiatives
00:53:27 --> 00:53:30: that we want to support with federal dollars in visions
00:53:30 --> 00:53:32: like the American jobs Plan again,
00:53:32 --> 00:53:34: largely because we know in a previous generation it was
00:53:34 --> 00:53:35: federal dollars.
00:53:35 --> 00:53:38: Sometimes that created the problem to begin with.
00:53:38 --> 00:53:40: Thank you, secretary, that was no accident.
00:53:40 --> 00:53:43: Of course, that that's where the route for I-94 Freeway
00:53:43 --> 00:53:43: was chosen,
00:53:43 --> 00:53:46: and I think there's an opportunity to restore that community.
00:53:46 --> 00:53:49: And I would welcome you coming to Minnesota.
00:53:49 --> 00:53:51: To see their vision and to imagine with us what
00:53:51 --> 00:53:52: we could do there.
00:53:52 --> 00:53:53: Thank you very much.
00:53:59 --> 00:53:59: Thank
00:53:59 --> 00:54:10: you. Keith,
00:54:10 --> 00:54:13: I think you're on mute or we waiting for
00:54:13 --> 00:54:15: the next step, right? Right?
00:54:15 --> 00:54:18: So I I think that really illustrates kind of the
00:54:18 --> 00:54:20: alignment and the question really.
00:54:20 --> 00:54:22: Just as Vaughn has laid out,
00:54:22 --> 00:54:25: we've got some work to ready ourselves.
00:54:25 --> 00:54:27: Whether we're talking about business incubation,
00:54:27 --> 00:54:29: whether we're talking about workforce development,
00:54:29 --> 00:54:33: where we're talking about resourcing the ecosystem to
address housing
00:54:33 --> 00:54:33: issues,
00:54:33 --> 00:54:36: whether or not we need to really take a look
00:54:36 --> 00:54:40: at policies and programming that really address anti
displacement.
00:54:40 --> 00:54:43: Uh, and that also translates into direct benefit to the
00:54:43 --> 00:54:46: community so we can see what's before us.
00:54:46 --> 00:54:47: A lot of work ahead,
00:54:47 --> 00:54:51: and I'm just excited for you all to be a
00:54:51 --> 00:54:53: part of that.

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