

# Webinar

## Envisioning the Opportunity of Freeway Caps and Stitches: Atlanta, Austin, and Saint Paul

Date: September 16, 2020

00:00:15 --> 00:00:18: Hi, thank you for joining and welcome today's webinar on  
 00:00:18 --> 00:00:22: implementing freeway capping projects as well as thank you  
 for  
 00:00:22 --> 00:00:25: your participation in United for Infrastructure.  
 00:00:25 --> 00:00:28: 2020 Awita champion America's infrastructure.  
 00:00:28 --> 00:00:33: My name is Paul Angelone and I am the director.  
 00:00:33 --> 00:00:38: For the newly established Curtis Infrastructure Initiative at the  
 Urban  
 00:00:38 --> 00:00:39: Land Institute,  
 00:00:39 --> 00:00:42: and thanks to a generous gift from Jim Curtis,  
 00:00:42 --> 00:00:48: the Curtis Infrastructure Initiative enables ULI to identify.  
 00:00:48 --> 00:00:53: And promote infrastructure solutions that make cities more  
 equitable and  
 00:00:53 --> 00:00:57: resilient as well as enhance long-term community value.  
 00:00:57 --> 00:01:01: As an organization, we define the infrastructure fairly broadly,  
 00:01:01 --> 00:01:04: including transportation, critical utilities, communications,  
 00:01:04 --> 00:01:07: and social infrastructure.  
 00:01:07 --> 00:01:10: We believe that infrastructure is what connects us,  
 00:01:10 --> 00:01:12: what allows us to create,  
 00:01:12 --> 00:01:15: place and provide opportunities for future generations.  
 00:01:15 --> 00:01:19: You cannot meet ULI's mission to create sustaining thriving  
 and  
 00:01:19 --> 00:01:22: equitable communities without smart infrastructure  
 investments.  
 00:01:22 --> 00:01:26: Founded in 1936, the Urban Land Institute is an organization  
 00:01:26 --> 00:01:28: focused on the responsible use of land.  
 00:01:28 --> 00:01:31: With more than 45 thousand members worldwide.  
 00:01:31 --> 00:01:33: In this moment of time,  
 00:01:33 --> 00:01:37: we're facing multiple crises is beyond just crumbling

infrastructure,  
00:01:37 --> 00:01:40: including how to recover from the global pandemic,  
00:01:40 --> 00:01:43: addressing racial injustice, and systematic racism,  
00:01:43 --> 00:01:46: of which you'll, I has played a role in creating  
00:01:46 --> 00:01:50: and mitigating and adapting to climate change in today's  
discussion  
00:01:50 --> 00:01:54: of three significant highway reconstruction projects.  
00:01:54 --> 00:01:57: That all are grappling with these very challenges.  
00:01:57 --> 00:02:01: In addition to how we create effective public private  
partnerships  
00:02:01 --> 00:02:06: that leverage innovative and traditional finance approaches is  
exactly the  
00:02:06 --> 00:02:10: types of conversation of why the Curtis Infrastructure  
Initiative was  
00:02:10 --> 00:02:13: founded. To learn more about the initiative,  
00:02:13 --> 00:02:15: visit our Web page at ULI.  
00:02:15 --> 00:02:18: [uli.org/infrastructure](http://uli.org/infrastructure). And with that,  
00:02:18 --> 00:02:21: I'd like to introduce you to the moderator for today's  
00:02:21 --> 00:02:22: discussion.  
00:02:22 --> 00:02:25: Michael Banner, Michael.  
00:02:25 --> 00:02:27: Good morning, Paul. How are you good?  
00:02:27 --> 00:02:29: Good to hear from you.  
00:02:29 --> 00:02:32: Michael Banner is president and CEO of Los Angeles LDC.  
00:02:32 --> 00:02:36: He's an experienced financial professional with a 30 year  
track  
00:02:36 --> 00:02:38: record of success in Community development,  
00:02:38 --> 00:02:42: finance, and advisory services. He is also served as a  
00:02:42 --> 00:02:45: chair for many ULI Advisory Services panels,  
00:02:45 --> 00:02:49: which help address the complex language challenges in  
communities around  
00:02:49 --> 00:02:50: the globe,  
00:02:50 --> 00:02:53: as well as working on his own capping effort related  
00:02:53 --> 00:02:55: to the California High Speed Rail.  
00:02:55 --> 00:02:58: Project and with that I'll turn it over to you.  
00:03:00 --> 00:03:06: Hello everyone, it's actually very interesting for me to  
moderate  
00:03:06 --> 00:03:08: today's panel session.  
00:03:08 --> 00:03:13: Little tidbit is that I serve as a trustee.  
00:03:13 --> 00:03:16: With Jim Curtis for a number of years.  
00:03:16 --> 00:03:19: And then he actually turned out to be my landlord  
00:03:19 --> 00:03:20: a little later on.  
00:03:20 --> 00:03:23: And you actually cannot see in the background behind me  
00:03:24 --> 00:03:27: that my office was in the central business district and  
00:03:27 --> 00:03:31: Jim's firm bought the building that I had been in

00:03:31 --> 00:03:34: for like 15 years. So you never know how things  
00:03:34 --> 00:03:35: turn out.  
00:03:37 --> 00:03:40: In terms of working on my own kind of capping  
00:03:40 --> 00:03:40: exercise,  
00:03:40 --> 00:03:43: I think one of the things that.  
00:03:43 --> 00:03:45: Because at work I do,  
00:03:45 --> 00:03:48: even in the graphic behind me,  
00:03:48 --> 00:03:52: this site happened to have been a industrial site which  
00:03:52 --> 00:03:58: had been entitled for 400,000 square feet of industrial  
distribution  
00:03:58 --> 00:04:02: buildings and it's in an older section of Los Angeles.  
00:04:02 --> 00:04:07: This is actually the very North End of our Chinatown  
00:04:07 --> 00:04:08: community,  
00:04:08 --> 00:04:12: decided that they did not want 4000 square feet by  
00:04:12 --> 00:04:13: right development.  
00:04:13 --> 00:04:18: There an raise money. Acquired the land an now it  
00:04:18 --> 00:04:21: is a State Park so this is a real real  
00:04:21 --> 00:04:25: world example of what somebody other panel is.  
00:04:25 --> 00:04:28: Well, I think talk about in terms of how do  
00:04:28 --> 00:04:31: you create value for communities.  
00:04:33 --> 00:04:37: You know, unfortunately, we're in a time frame where the.  
00:04:37 --> 00:04:42: Killing moves of George for way as an example,  
00:04:42 --> 00:04:49: and our ongoing COVID-19 pandemic has renewed the  
concern over  
00:04:49 --> 00:04:53: legacies in land use and development.  
00:04:53 --> 00:04:57: Also, I think it has highlighted in terms of the  
00:04:57 --> 00:05:02: economic issues that we're facing today that there's a lot  
00:05:02 --> 00:05:07: of discussion about infrastructure and how that might be a  
00:05:07 --> 00:05:12: solution to the kind of economic malaise that is impacting  
00:05:12 --> 00:05:14: the nation and how.  
00:05:14 --> 00:05:16: Ever we've seen where infrastructure,  
00:05:16 --> 00:05:19: especially in terms of freeways,  
00:05:19 --> 00:05:24: have bisected communities and change the trajectory of  
those communities  
00:05:24 --> 00:05:24: greatly,  
00:05:24 --> 00:05:28: and so we'll talk about that a little more today.  
00:05:30 --> 00:05:33: I think one of the first things for those of  
00:05:33 --> 00:05:36: you who are like myself are not,  
00:05:36 --> 00:05:38: you know, kind of infrastructure,  
00:05:38 --> 00:05:42: transportation mavens that understanding what a cap is.  
00:05:42 --> 00:05:45: You know an A stitch will hopefully be two things  
00:05:45 --> 00:05:47: that you come away with today.

00:05:47 --> 00:05:50: You know examples of a cap is.  
 00:05:50 --> 00:05:54: Maybe well known as the Klyde Warren Park,  
 00:05:54 --> 00:05:57: which is in the Rogers Freeway in.  
 00:05:57 --> 00:06:00: Houston, I believe.  
 00:06:00 --> 00:06:02: And don't quote me on that,  
 00:06:02 --> 00:06:05: but that's an example of a freeway bisecting a neighborhood,  
 00:06:05 --> 00:06:07: and now, after urban renewal,  
 00:06:07 --> 00:06:12: what do we do to try to reconnect these communities?  
 00:06:12 --> 00:06:16: Stitch has been described as an enhanced crossing over a  
 00:06:16 --> 00:06:20: wider way that often includes widening of sidewalks.  
 00:06:20 --> 00:06:24: Put in bike lanes, creating serious seating areas and related  
 00:06:24 --> 00:06:28: open space cap at the Union Station in Columbus,  
 00:06:28 --> 00:06:31: OH is an example of a stitch and we actually  
 00:06:31 --> 00:06:35: have a discussion going on here in Los Angeles about  
 00:06:35 --> 00:06:39: putting a cap over the freeway in Hollywood.  
 00:06:39 --> 00:06:41: Which takes time so.  
 00:06:41 --> 00:06:47: In this example, our panelists will give you background  
 information  
 00:06:47 --> 00:06:51: on the projects they are working on in Atlanta,  
 00:06:51 --> 00:06:53: Austin and Saint Pauls.  
 00:06:55 --> 00:07:00: These particular projects have all been involved in a UI  
 00:07:00 --> 00:07:02: advisory Services panel,  
 00:07:02 --> 00:07:06: which started for one of them in 2018 and the  
 00:07:06 --> 00:07:11: last one was done and 2020 and we will hopefully  
 00:07:11 --> 00:07:16: update you on how these projects are moving forward today.  
 00:07:16 --> 00:07:18: So I've got three panelists.  
 00:07:18 --> 00:07:22: The first I would like to introduce will be Keith  
 00:07:22 --> 00:07:22: Baker,  
 00:07:22 --> 00:07:25: who is a Managing Director.  
 00:07:25 --> 00:07:27: Um?  
 00:07:27 --> 00:07:32: In the very high profile state of Minnesota today,  
 00:07:32 --> 00:07:36: we just taking on new meaning and also I think  
 00:07:36 --> 00:07:39: will provide you with some.  
 00:07:39 --> 00:07:44: Insights into how? Maybe what we see happening in in  
 00:07:44 --> 00:07:47: Saint Paul and Minneapolis today.  
 00:07:47 --> 00:07:50: The underpinnings were started decades ago.  
 00:07:52 --> 00:07:56: So with that, why don't I turn it over to?  
 00:07:56 --> 00:08:00: Call and let him walk you through his presentation.  
 00:08:02 --> 00:08:04: Well thanks a lot Michael.  
 00:08:04 --> 00:08:08: Appreciate the introduction in the context established.  
 00:08:10 --> 00:08:16: As reconnect rando being a participant for this UI discussion,  
 00:08:16 --> 00:08:22: it's web and R. Couple of things that are clinically

00:08:22 --> 00:08:24: important for us to.

00:08:24 --> 00:08:27: Understand is really what is it that reconnect?

00:08:27 --> 00:08:32: Rondo is attempting to do and ensure just reconnecting for equity purposes itself.

00:08:32 --> 00:08:34:

00:08:34 --> 00:08:37: So reconnect Rondo is really spearheading an effort and public

00:08:38 --> 00:08:41: key pieces that I think are important for us to

00:08:41 --> 00:08:43: keep in mind in here is that we see it

00:08:43 --> 00:08:45: as an equitable development movement.

00:08:45 --> 00:08:49: Considering all that's going on not only in the Twin

00:08:49 --> 00:08:51: Cities or in the state of Minnesota,

00:08:51 --> 00:08:53: but across the country as a whole,

00:08:53 --> 00:08:58: we really see ourselves as bringing forward Minnesota's first African

00:08:58 --> 00:09:00: American cultural Enterprise District,

00:09:00 --> 00:09:04: which really means a wide range of types of activity.

00:09:04 --> 00:09:10: Activities, but more specifically, connecting that to what we define

00:09:10 --> 00:09:13: to be a community land bridge.

00:09:13 --> 00:09:15: But when we think about Minnesota,

00:09:15 --> 00:09:17: Minnesota is this incredible state.

00:09:17 --> 00:09:20: I've lived here all my life for the most part

00:09:20 --> 00:09:22: or farther northern Minnesota,

00:09:22 --> 00:09:24: as well as here in the Twin Cities,

00:09:24 --> 00:09:27: etc. It has so many amenities and being ranked kind

00:09:27 --> 00:09:31: of second across the country and affordability at economy education

00:09:32 --> 00:09:32: and health.

00:09:32 --> 00:09:36: Quality of life. Safety. I don't understand why anybody wouldn't

00:09:36 --> 00:09:38: want to be here in Minnesota,

00:09:38 --> 00:09:43: certainly because of all of the amenities and incredible benefits

00:09:43 --> 00:09:45: that are associated with.

00:09:45 --> 00:09:47: But when we go to the next slide,

00:09:47 --> 00:09:50: one of the things that I think is important for

00:09:50 --> 00:09:53: us to kind of think about is we're also the

00:09:53 --> 00:09:57: worst state in a wide range of categories and.

00:09:57 --> 00:10:00: Topics Minnesota ranks fourth. If you can imagine that,

00:10:00 --> 00:10:05: in contrast, as the worst place for African Americans specifically.

00:10:05 --> 00:10:09: And when we think about not only the killing of

00:10:09 --> 00:10:10: George Floyd,

00:10:10 --> 00:10:13: but we have the killing of Philando Castille,

00:10:13 --> 00:10:18: Jamar Clark, we have in essence Minnesota have become the

00:10:18 --> 00:10:21: epicenter if you will of racial injustice.

00:10:21 --> 00:10:25: Just consider 25% of black families versus 76%

00:10:25 --> 00:10:30: of white families actually own their own home.

00:10:30 --> 00:10:34: With this in mind, I want to give you some

00:10:34 --> 00:10:36: historical context if you will.

00:10:36 --> 00:10:42: So the picture really depicts clearly the path of the

00:10:42 --> 00:10:43: Interstate by 94.

00:10:43 --> 00:10:47: 85% of the cities meaning the city of Saint Paul's

00:10:47 --> 00:10:51: African American population really lived right there in Rondo.

00:10:51 --> 00:10:55: In fact, a number of the churches began to organize

00:10:55 --> 00:10:58: to find a specific way in which to bring community

00:10:58 --> 00:10:59: together.

00:10:59 --> 00:11:02: And if you can also imagine it was an emerging

00:11:02 --> 00:11:04: middle class environment,

00:11:04 --> 00:11:08: certainly where the doctor lived with other folks that perhaps

00:11:08 --> 00:11:09: were janitors.

00:11:09 --> 00:11:14: So in the destruction. If you can imagine the path

00:11:14 --> 00:11:14: of 700.

00:11:14 --> 00:11:18: African American own homes were destroyed.

00:11:18 --> 00:11:24: And over 300 businesses equally were destroyed as this

00:11:24 --> 00:11:27: kind of plowed through.

00:11:27 --> 00:11:30: So think about the market value of homes today and

00:11:30 --> 00:11:32: if we think about that market value of homes today

00:11:33 --> 00:11:35: and one of the things that comes to mind is

00:11:35 --> 00:11:38: what would have been the value add in terms of

00:11:38 --> 00:11:40: people's pocketbooks.

00:11:40 --> 00:11:43: If they had still were able to hold on to

00:11:43 --> 00:11:44: those homes,

00:11:44 --> 00:11:48: and you can see an ownership equity gap of you

00:11:48 --> 00:11:52: know 270 million dollars based on today's market.

00:11:52 --> 00:11:55: Also, one thing to keep in mind,

00:11:55 --> 00:12:00: we've just recently completed a pass pass prosperity study.

00:12:00 --> 00:12:05: That also brought about clear evidence in a quantitative way

00:12:05 --> 00:12:10: about \$90,000,000 of intergenerational wealth loss in terms

00:12:10 --> 00:12:11: of family

00:12:11 --> 00:12:16: members,

00:12:16 --> 00:12:18: being able to actually be the beneficiaries of equity as

00:12:18 --> 00:12:21: a result of the freeway.

00:12:21 --> 00:12:23: The next slide really should also.

00:12:23 --> 00:12:23: Put Contacts in terms of location,

00:12:23 --> 00:12:26: so clearly we have the city of Saint Paul  
 00:12:26 --> 00:12:29: and the star there representing the land bridge.  
 00:12:29 --> 00:12:32: But if we take a little bit of a closer  
 00:12:32 --> 00:12:32: look,  
 00:12:32 --> 00:12:35: one of the things that certainly is going to become  
 00:12:35 --> 00:12:39: even more evident is where the land bridge really rest.  
 00:12:39 --> 00:12:41: So the outline of what you see in front of  
 00:12:41 --> 00:12:44: you is really the historic footprint of Rondo.  
 00:12:44 --> 00:12:47: Near the capital along Rice Street all the way to  
 00:12:47 --> 00:12:48: Lexington Ave.  
 00:12:48 --> 00:12:51: But if we focus in on the land bridge location  
 00:12:51 --> 00:12:54: itself is a small small location that we see.  
 00:12:54 --> 00:13:01: Between Dale and Lexington or in Essence Grotto and  
 Chadsworth.  
 00:13:01 --> 00:13:05: Kind of moving forward and looking at kind of scale  
 00:13:05 --> 00:13:07: and scope of this proposition.  
 00:13:07 --> 00:13:09: It it it begins to.  
 00:13:09 --> 00:13:11: Force us to think through,  
 00:13:11 --> 00:13:13: you know really what is our vision?  
 00:13:13 --> 00:13:17: What is restoration? And if we're thinking that our direction  
 00:13:17 --> 00:13:22: is the first African American cultural enterprise district in  
 Minnesota  
 00:13:22 --> 00:13:24: connected by land Bridge,  
 00:13:24 --> 00:13:26: what does it bring about?  
 00:13:26 --> 00:13:29: Certainly, economic development, equity development,  
 00:13:29 --> 00:13:34: opportunity. Get addressed as that has the potential to  
 address  
 00:13:34 --> 00:13:36: housing affordability.  
 00:13:36 --> 00:13:38: Open space. The key thing I think,  
 00:13:38 --> 00:13:41: as we take a look at Community leadership and I  
 00:13:41 --> 00:13:45: think it's critical because this is a community driven  
 proposition.  
 00:13:45 --> 00:13:50: Who is the historical impacted community which was African  
 Americans?  
 00:13:50 --> 00:13:52: Not solely but principally and so.  
 00:13:52 --> 00:13:56: Community leadership becomes very, very important  
 because the basis of  
 00:13:57 --> 00:14:00: the movement has to emerge from African Americans,  
 00:14:00 --> 00:14:04: certainly to the benefit of the broader community as a  
 00:14:04 --> 00:14:05: whole.  
 00:14:05 --> 00:14:07: It also is an opportunity for us to take a  
 00:14:07 --> 00:14:10: look at establishing a global model.  
 00:14:10 --> 00:14:12: Certainly a state model, a national model.

00:14:12 --> 00:14:15: But again, when we think about registration,  
00:14:15 --> 00:14:19: when we think about regenerative communities when we think about  
00:14:19 --> 00:14:21: equitable development,  
00:14:21 --> 00:14:22: what might that look like?  
00:14:22 --> 00:14:25: And we think that we have all of the elements,  
00:14:25 --> 00:14:29: the expertise, the partners to kind of bring that about,  
00:14:29 --> 00:14:32: but it's not without certain challenges.  
00:14:32 --> 00:14:34: But let's take a look at scale.  
00:14:34 --> 00:14:40: In our vision we see about 3200 linear square feet.  
00:14:40 --> 00:14:43: And I kind of when you looked at the previous  
00:14:43 --> 00:14:48: slide that showed the the location we're really talking about  
00:14:48 --> 00:14:52: a capital cost that's associated with 32 linear feet,  
00:14:52 --> 00:14:56: which may be about 15 to 21 acres somewhere in  
00:14:56 --> 00:15:02: between that there's extraordinary capital costs that are associated with  
00:15:02 --> 00:15:05: that on the high side of just under a half  
00:15:05 --> 00:15:10: a billion. But when we think about the impact,  
00:15:10 --> 00:15:14: and while these are kind of the market economic analysis,  
00:15:14 --> 00:15:18: we certainly are talking about the replacement of almost the  
00:15:18 --> 00:15:21: 700 homes that were originally kind of laid out there  
00:15:21 --> 00:15:22: to 567.  
00:15:22 --> 00:15:25: These are new homes with about 1000 plus new residents  
00:15:25 --> 00:15:29: or residents wanting to live on this type of structure.  
00:15:29 --> 00:15:33: Certainly there are benefits in terms of increase in property  
00:15:33 --> 00:15:34: tax.  
00:15:34 --> 00:15:38: There's benefits in terms of the increase related to  
00:15:38 --> 00:15:39: construction  
00:15:39 --> 00:15:44: jobs.  
00:15:44 --> 00:15:51: And permanent jobs, and this all includes retail.  
00:15:51 --> 00:15:54: Certainly in this and ties to commercial space as well.  
00:15:54 --> 00:15:57: Next, slide ball.  
00:15:57 --> 00:16:00: So now in final I just want to kind of.  
00:16:00 --> 00:16:00: Put out there a little bit of the partners there  
00:16:00 --> 00:16:04: are.  
00:16:04 --> 00:16:07: There are a lot of partners associated with this and  
00:16:07 --> 00:16:10: I consider us a small nonprofit trying to do big  
00:16:10 --> 00:16:15: things and that requires some big partnerships,  
00:16:15 --> 00:16:16: certainly with philanthropy. With the investment community  
00:16:16 --> 00:16:20: government and when  
00:16:16 --> 00:16:20: we break that down,  
00:16:16 --> 00:16:20: we're talking about locally men dot we're talking Minnesota  
00:16:16 --> 00:16:20: Department



00:16:20 --> 00:16:21: transportation.

00:16:21 --> 00:16:23: We're talking about the city of Saint Paul,

00:16:23 --> 00:16:26: Ramsey County, the Metropolitan Council,

00:16:26 --> 00:16:28: which is our MPO, but it also extends beyond to

00:16:28 --> 00:16:29: the Governors Office.

00:16:29 --> 00:16:32: The legislature, in terms of that government pool,

00:16:32 --> 00:16:35: but certainly community based organizations become vital.

00:16:35 --> 00:16:38: If this is a community driven proposition,

00:16:38 --> 00:16:41: a community land bridge, and we can only imagine what

00:16:41 --> 00:16:43: that really means in terms of partnership.

00:16:43 --> 00:16:47: The historical context is so important and historical information is

00:16:47 --> 00:16:50: important to the extent that we know that the Historical

00:16:50 --> 00:16:51: Society is very,

00:16:51 --> 00:16:52: very critical for us at WHS.

00:16:52 --> 00:16:54: Certainly is a player in this.

00:16:54 --> 00:16:56: It's an Interstate along with men Dot,

00:16:56 --> 00:16:59: and we believe that the press because the press is

00:16:59 --> 00:17:02: certainly an influencer in this proposition as a whole.

00:17:02 --> 00:17:04: But let me just.

00:17:04 --> 00:17:06: Conclude there there certainly, I'm sure,

00:17:06 --> 00:17:08: are questions that will rise,

00:17:08 --> 00:17:12: but I'd like to take this opportunity to introduce,

00:17:12 --> 00:17:14: you know, Jennifer, Jennifer Ball,

00:17:14 --> 00:17:18: who's the Vice President of Planning and economic Development for

00:17:18 --> 00:17:19: Central Atlanta,

00:17:19 --> 00:17:22: progress as the next speaker.

00:17:22 --> 00:17:26: Thank you Keith and I am pulling up the slides

00:17:26 --> 00:17:26: now.

00:17:26 --> 00:17:31: Appreciate the introduction and Keith had the benefit of going

00:17:31 --> 00:17:32: first.

00:17:32 --> 00:17:35: So you're going to start to see some common threads

00:17:35 --> 00:17:39: and simonaire similarities among all of our projects,

00:17:39 --> 00:17:43: which is why it's so exciting to partner with you

00:17:43 --> 00:17:44: alive.

00:17:44 --> 00:17:46: An opportunity like this one.

00:17:46 --> 00:17:49: So here in Atlanta are we have we refer to

00:17:49 --> 00:17:51: our project as these stitch?

00:17:51 --> 00:17:56: It is located in the central business district of Atlanta.

00:17:56 --> 00:17:58: The Orange dot there in the center.

00:17:58 --> 00:18:02: The core of downtown to the South are the neighbors

00:18:02 --> 00:18:04: to the North in Midtown,  
 00:18:04 --> 00:18:08: and this slide does a great job of really orienting  
 00:18:08 --> 00:18:12: it into the broader context of the City of Atlanta  
 00:18:12 --> 00:18:16: and many of the destinations in places in the neighborhoods  
 00:18:16 --> 00:18:19: that we see. This stitch district,  
 00:18:19 --> 00:18:24: creating the opportunity to reconnect a little bit differently  
 from  
 00:18:24 --> 00:18:26: the situation in Saint Paul.  
 00:18:26 --> 00:18:32: The immediately surrounding land uses or products mixed  
 uses predominantly  
 00:18:32 --> 00:18:33: higher density,  
 00:18:33 --> 00:18:39: commercial and multifamily residential in less single family  
 residential this  
 00:18:39 --> 00:18:42: is sort of getting to the crux of the matter  
 00:18:42 --> 00:18:45: and and sort of the money shot if you will.  
 00:18:45 --> 00:18:50: This is the segment of what we affectionately call the  
 00:18:50 --> 00:18:51: Downtown connector,  
 00:18:51 --> 00:18:56: which is Interstate 75 and 85 where they joined together  
 00:18:56 --> 00:18:59: to traverse the center of our city.  
 00:18:59 --> 00:19:03: And the existing land uses adjacent to those areas,  
 00:19:03 --> 00:19:08: and some pretty significant bridges and a lot of concrete  
 00:19:08 --> 00:19:10: which is really impacted.  
 00:19:10 --> 00:19:15: The experience of living or working on close to the  
 00:19:15 --> 00:19:18: infrastructure and the experience,  
 00:19:18 --> 00:19:21: whether it's the noise, smells,  
 00:19:21 --> 00:19:26: and really frankly, the just the elimination of a lot  
 00:19:26 --> 00:19:29: of historic fabric of buildings.  
 00:19:29 --> 00:19:31: That used to be in this location.  
 00:19:31 --> 00:19:35: The stitch vision is this to the to the right,  
 00:19:35 --> 00:19:40: which is the opportunity to reconnect over this existing  
 sunken  
 00:19:40 --> 00:19:41: segment of Interstate.  
 00:19:41 --> 00:19:46: We connect the street grids on the block structure that  
 00:19:46 --> 00:19:47: existed previously.  
 00:19:47 --> 00:19:52: Take advantage of those new development sites as well as  
 00:19:52 --> 00:19:54: create 14 acres of new parks,  
 00:19:54 --> 00:19:59: green space and open spaces to support that new  
 investment.  
 00:19:59 --> 00:20:03: One of the things that's very telling for those of  
 00:20:03 --> 00:20:06: us here when we we know this slide under this  
 00:20:06 --> 00:20:06: area,  
 00:20:06 --> 00:20:10: well, is that the the idea that the property values  
 00:20:10 --> 00:20:14: and the value of the buildings and investment in this

00:20:14 --> 00:20:18: here is significantly lower in with its proximity to the

00:20:18 --> 00:20:22: connector, then two other properties just 3/4 of a mile

00:20:22 --> 00:20:23: half a mile away.

00:20:23 --> 00:20:26: So for us that is a prime motivator.

00:20:26 --> 00:20:29: So another view of sort of the same shot this

00:20:29 --> 00:20:32: we did this drone footage on Sunday.

00:20:32 --> 00:20:36: Usually there's about 350,000. Cars a day traversing these,

00:20:36 --> 00:20:39: you know, depending on how you count on 11:50 lanes,

00:20:39 --> 00:20:43: and the notion is that you would create a cap

00:20:43 --> 00:20:47: structure over that existing infrastructure and then create

00:20:47 --> 00:20:48: spaces.

00:20:48 --> 00:20:51: This screenshot is from a video if you'd really like

00:20:52 --> 00:20:53: to see the entire thing,

00:20:53 --> 00:20:57: I invite you to check out Atlanta downtown so YouTube

00:20:57 --> 00:21:00: and you can see the animation of how all of

00:21:00 --> 00:21:02: these segments fit together.

00:21:02 --> 00:21:04: So not unlike the story that Keith.

00:21:04 --> 00:21:08: Shared we joke a little bit here that we call

00:21:08 --> 00:21:12: this freeway a connector because it really was a disconnecter

00:21:12 --> 00:21:15: from its construction in the 1960s.

00:21:15 --> 00:21:19: The aerial photography that you see there is from the

00:21:19 --> 00:21:19: 40s.

00:21:19 --> 00:21:23: It really did disconnect portions of our our city.

00:21:23 --> 00:21:27: Peachtree Street is a main North South thoroughfare here in

00:21:27 --> 00:21:28: Atlanta.

00:21:28 --> 00:21:31: This bisected it at a very oblique angle and is

00:21:32 --> 00:21:33: really divided.

00:21:33 --> 00:21:36: It not just with the infrastructure itself.

00:21:36 --> 00:21:40: But also with the proximity and really coordination with the

00:21:40 --> 00:21:45: urban renewal policies that the city and frankly our

00:21:45 --> 00:21:48: organization

00:21:48 --> 00:21:51: were involved with it that time.

00:21:51 --> 00:21:55: So we're really inspired by the idea that we can

00:21:55 --> 00:21:59: reconnect this portion of our city in many ways,

00:21:59 --> 00:22:01: both physically, emotionally and socially as well.

00:22:01 --> 00:22:05: So you why am I telling about this?

00:22:05 --> 00:22:11: I am a planner with central Atlanta progress.

00:22:11 --> 00:22:17: We're a private. Nonprofit community development

00:22:17 --> 00:22:19: Organization really comprised of

00:22:19 --> 00:22:19: the business community and particularly the downtown

00:22:19 --> 00:22:19: property owners who

00:22:19 --> 00:22:19: really take on visioning,

00:22:19 --> 00:22:23: planning an investment in our core with a mission to  
 00:22:23 --> 00:22:24: protect downtowns,  
 00:22:24 --> 00:22:27: economic vibrancy and quality of life.  
 00:22:27 --> 00:22:30: So what are we thinking about that is going to  
 00:22:31 --> 00:22:34: continue to grow and evolve the core of our city,  
 00:22:34 --> 00:22:37: not just as a great neighborhood?  
 00:22:37 --> 00:22:40: But as an anchor for the city or region and  
 00:22:40 --> 00:22:43: in the entire state of Georgia.  
 00:22:43 --> 00:22:44: So this is what we do,  
 00:22:44 --> 00:22:48: and approximately 5 years ago really took a very serious  
 00:22:49 --> 00:22:52: look at creating a vision for a type of capping.  
 00:22:52 --> 00:22:56: An idea about reconnecting this portion of our city that  
 00:22:56 --> 00:22:59: had been around for quite some time,  
 00:22:59 --> 00:23:01: maybe not at this scale.  
 00:23:01 --> 00:23:03: Maybe not at this extent,  
 00:23:03 --> 00:23:07: but in a very serious way understanding the feasibility and  
 00:23:07 --> 00:23:08: all the.  
 00:23:08 --> 00:23:10: The complexities of the IFS,  
 00:23:10 --> 00:23:12: if we could make this happen,  
 00:23:12 --> 00:23:15: what would it look like?  
 00:23:15 --> 00:23:17: And you know, for us,  
 00:23:17 --> 00:23:20: I showed you the rendering of the after vision.  
 00:23:20 --> 00:23:24: But really, for us it's an opportunity to think about  
 00:23:24 --> 00:23:29: how we reconnect this area with new development  
 opportunity.  
 00:23:29 --> 00:23:32: And that vision is sure to change from the exact  
 00:23:32 --> 00:23:35: numbers that we put together five years ago.  
 00:23:35 --> 00:23:39: Whether it's the economy and demand for real estate in  
 00:23:39 --> 00:23:43: different kinds of products will ebb and flow,  
 00:23:43 --> 00:23:45: but you know, generally speaking,  
 00:23:45 --> 00:23:49: this. As this particular iteration of a plan was generally  
 00:23:49 --> 00:23:50: with is,  
 00:23:50 --> 00:23:53: you know could be thousands of hotel rooms,  
 00:23:53 --> 00:23:59: thousands of residential units, office space retail are really  
 extension  
 00:23:59 --> 00:24:03: of the existing mixed use fabric that exist there today,  
 00:24:03 --> 00:24:06: as well as the creation of more jobs and to  
 00:24:06 --> 00:24:08: some extent the question is,  
 00:24:08 --> 00:24:11: is why here why this location?  
 00:24:11 --> 00:24:15: I didn't, I should have pointed out earlier that this  
 00:24:15 --> 00:24:16: location.  
 00:24:16 --> 00:24:19: Exists over top of our the connector freeway.  
 00:24:19 --> 00:24:23: One of the most underutilized heavy rail stations in our

00:24:23 --> 00:24:25: local Marta rail system.

00:24:25 --> 00:24:29: So we have a tremendous opportunity to Oriente this new

00:24:29 --> 00:24:31: investment around transit,

00:24:31 --> 00:24:35: enhancing ridership and really embracing a station that is not

00:24:35 --> 00:24:39: living up to the investment that was made in it

00:24:39 --> 00:24:41: years ago for us here in Atlanta.

00:24:41 --> 00:24:45: Like many of the cities you'll hear about it and

00:24:45 --> 00:24:47: probably yours as well.

00:24:47 --> 00:24:51: Are really struggling with how we provide affordable,

00:24:51 --> 00:24:55: attainable housing so that the city can continue to grow

00:24:55 --> 00:24:59: economically but have housing opportunities for everyone.

00:24:59 --> 00:25:05: This the stitch location actually itself includes some existing

critical,

00:25:05 --> 00:25:10: affordable and supportive housing developments that already

exist in our

00:25:10 --> 00:25:11: downtown.

00:25:11 --> 00:25:13: But opportunities for many more,

00:25:13 --> 00:25:17: including a pretty significant redevelopment site.

00:25:17 --> 00:25:19: At our former Civic Center,

00:25:19 --> 00:25:24: as well as some sites connected to other nonprofit

organizations

00:25:24 --> 00:25:29: who share a mission to provide that affordable housing.

00:25:29 --> 00:25:32: Parks parks themselves, City of Atlanta,

00:25:32 --> 00:25:34: is under parked here in downtown.

00:25:34 --> 00:25:37: We have the benefit of some large parks,

00:25:37 --> 00:25:40: but not particularly in this part of the city.

00:25:40 --> 00:25:44: When we were able to in our partnership with you

00:25:44 --> 00:25:44: all,

00:25:44 --> 00:25:48: I look more closely at the Trust for Public Lands.

00:25:48 --> 00:25:52: 10 Minute Walk campaign and the opportunity that we think

00:25:52 --> 00:25:53: that really meaningful,

00:25:53 --> 00:25:58: well programmed parks really do drive investment in value in

00:25:58 --> 00:25:59: real estate so.

00:25:59 --> 00:26:02: So alluded to the impact and we had some good

00:26:02 --> 00:26:06: examples of other projects that have already realized this

type

00:26:06 --> 00:26:07: of real estate.

00:26:07 --> 00:26:10: An economic value around them.

00:26:10 --> 00:26:13: We've done a pretty detailed analysis of 1/2 mile buffer

00:26:13 --> 00:26:14: around the site.

00:26:14 --> 00:26:16: It's about 90 acres of land,

00:26:16 --> 00:26:20: 33 parcels and looked at a conservative buildout scenario to

00:26:20 --> 00:26:24: understand what that would do for property tax benefit as

00:26:24 --> 00:26:27: well as other physical benefits as well.

00:26:27 --> 00:26:30: And clearly we think there is an economic.

00:26:30 --> 00:26:34: Opportunity impact in an mandate to take advantage of converting

00:26:34 --> 00:26:39: this type of infrastructure and is something that creates more

00:26:39 --> 00:26:39: value.

00:26:39 --> 00:26:43: Of course it's not free it it costs money.

00:26:43 --> 00:26:45: It's the cost benefit ratio.

00:26:45 --> 00:26:51: Similarly, we've done really detailed cost estimating for the project.

00:26:51 --> 00:26:55: The segments when you were looking at that large aerial

00:26:55 --> 00:26:59: view really break themselves down very nicely between some existing

00:26:59 --> 00:27:02: bridges to how we might face the project.

00:27:02 --> 00:27:04: So similar in line with the Rondo project,

00:27:04 --> 00:27:07: you know all in the entire vision is over 450

00:27:07 --> 00:27:08: million dollars.

00:27:08 --> 00:27:11: We have done some work to focus on a potential

00:27:11 --> 00:27:12: phase.

00:27:12 --> 00:27:15: One project that is more manageable in the short term.

00:27:15 --> 00:27:20: This are immediately adjacent to that Civic Center Marta Rail

00:27:20 --> 00:27:21: station.

00:27:21 --> 00:27:24: Ann and I feel like I could have just used

00:27:24 --> 00:27:26: key slide for this one.

00:27:26 --> 00:27:30: We have the exact same range of particularly institutional partners

00:27:31 --> 00:27:34: in our State Department of Transportation,

00:27:34 --> 00:27:38: Federal Highway, local governments, as well as the adjacent property

00:27:38 --> 00:27:43: owners and champions and and really the whole constellation of

00:27:43 --> 00:27:46: folks that not only must be involved,

00:27:46 --> 00:27:48: but will be essential for our success.

00:27:48 --> 00:27:51: We are ourselves really in the midst.

00:27:51 --> 00:27:55: Of beginning a much more detailed public engagement,

00:27:55 --> 00:28:00: not unlike the preview of the next presentation that you're

00:28:00 --> 00:28:01: going to see.

00:28:01 --> 00:28:05: But we've done a lot of homework in background to

00:28:05 --> 00:28:06: make sure that frankly,

00:28:06 --> 00:28:10: as we move the project forward that we build shared

00:28:11 --> 00:28:15: goals and just the questions that keep posed about equity

00:28:15 --> 00:28:16: in benefit.

00:28:16 --> 00:28:20: Who does that accrue to and wonder their desires?

00:28:20 --> 00:28:22: An interest in seeing this?

00:28:22 --> 00:28:26: Project Advance, so this is clearly one of the more

00:28:26 --> 00:28:31: complex and detailed portions of how we advance the project

00:28:32 --> 00:28:33: in real collaboration.

00:28:33 --> 00:28:38: So our organization, CIP, and the Downtown Improvement District have

00:28:38 --> 00:28:42: been working on the past few years to really take

00:28:42 --> 00:28:47: this vision idea into a much more detailed implementation strategy

00:28:47 --> 00:28:49: which was delivered late last year,

00:28:49 --> 00:28:53: and we're now putting each of those recommendations into place

00:28:53 --> 00:28:56: so that we can push everything forward.

00:28:56 --> 00:28:58: When we began the adventure,

00:28:58 --> 00:29:00: I think the question was,

00:29:00 --> 00:29:04: is this feasible, and I think we've proven to ourselves.

00:29:04 --> 00:29:08: Yes, absolutely is with the right people at the table.

00:29:08 --> 00:29:12: The right consensus goals in mind as well as really

00:29:12 --> 00:29:17: the political will and commitment to the kinds of neighborhoods

00:29:17 --> 00:29:21: and places that we want to build into the future.

00:29:21 --> 00:29:25: And so that's what we're up to is trying to

00:29:25 --> 00:29:27: make it happen.

00:29:27 --> 00:29:30: And so you can learn more about the project on

00:29:30 --> 00:29:31: line.

00:29:31 --> 00:29:34: And as I mentioned that YouTube video,

00:29:34 --> 00:29:38: it's 2 minutes. It probably doesn't much more specific job

00:29:38 --> 00:29:40: than I just did with that.

00:29:40 --> 00:29:43: I will wrap it up and turn it over to

00:29:43 --> 00:29:46: my fellow Downtowner colleague Christenberry.

00:29:46 --> 00:29:51: Excuse me. Melissa Berry with downtown Austin who was going

00:29:51 --> 00:29:54: to tell you about a project that she's working on

00:29:54 --> 00:29:56: in downtown Austin,

00:29:56 --> 00:29:57: thanks.

00:29:57 --> 00:30:00: Thanks, Jennifer.

00:30:00 --> 00:30:03: So yes, my name is Melissa Berry and I'm with

00:30:03 --> 00:30:05: the downtown Austin Alliance,

00:30:05 --> 00:30:11: similar to Jennifer's organization. We're an organization that's funded by

00:30:11 --> 00:30:16: property owners with the focus of improving downtown Austin.

00:30:16 --> 00:30:21: Vitality the the location of the project location text saw

00:30:21 --> 00:30:25: RRDOT is looking at reconstructing all of I-35 through Austin

00:30:26 --> 00:30:27: so you know,

00:30:27 --> 00:30:30: we sort of had the opportunity thrown upon us an

00:30:30 --> 00:30:34: I would say we're the newest in this endeavor in

00:30:34 --> 00:30:37: this group that you're hearing from today.

00:30:37 --> 00:30:42: And really, you know the opportunity presented itself and you

00:30:42 --> 00:30:47: know our organization has always been very interested in.

00:30:47 --> 00:30:50: Improving I35 and the opportunity around that.

00:30:50 --> 00:30:53: This was an opportunity when we when we first heard

00:30:53 --> 00:30:57: from textile that that this project was going to move

00:30:57 --> 00:30:59: forward that we thought just you know,

00:30:59 --> 00:31:03: there was nobody else who who was looking at how

00:31:03 --> 00:31:08: are we going to convene the community around a discussion

00:31:08 --> 00:31:11: for what we want to get out of this effort.

00:31:11 --> 00:31:14: It's about a 2 two and a half mile section

00:31:14 --> 00:31:19: of I-35 that we're looking at three central Austin and

00:31:19 --> 00:31:22: you know we got involved really last year when we

00:31:22 --> 00:31:27: started learning that the project was going to be funded

00:31:27 --> 00:31:30: by the Texas Transportation Commission.

00:31:30 --> 00:31:33: So you know, the. Currently the Our Texas,

00:31:33 --> 00:31:39: Texas Department of Transportation is beginning the

00:31:39 --> 00:31:42: conceptual design and

00:31:42 --> 00:31:46: the environmental review process.

00:31:46 --> 00:31:49: We'll be kicking that off this fall.

00:31:49 --> 00:31:52: Knowing that text that would be making these improvements

00:31:52 --> 00:31:54: to

00:31:54 --> 00:31:58: the corridor we really wanted to leverage that investment to

00:31:58 --> 00:32:01: get some community defined outcomes.

00:32:01 --> 00:32:04: OK, so this gives you a really good sense.

00:32:04 --> 00:32:08: I think of what the corridor is like and you

00:32:08 --> 00:32:12: know Jennifer spoke to the nature of their their area

00:32:12 --> 00:32:16: in Atlanta being much more like it looks on the

00:32:16 --> 00:32:20: western side of the I-35 corridor in downtown,

00:32:20 --> 00:32:24: and Keith spoke more to the element of residential.

00:32:24 --> 00:32:25: And that's really what the eastern side of our corridor

00:32:25 --> 00:32:29: looks like.

00:32:29 --> 00:32:32: So East Austin is really this very tight knit.

00:32:32 --> 00:32:35: Group of neighborhoods. Whereas the downtown is really,

00:32:35 --> 00:32:38: you know, that's that's our densest area,

00:32:38 --> 00:32:41: the city. It's our central business district.

00:32:41 --> 00:32:43: It has the capital just to the North of the

00:32:43 --> 00:32:46: University of Texas.

00:32:46 --> 00:32:49: And you know, both sides of the corridor are very



00:32:46 --> 00:32:47: different,

00:32:47 --> 00:32:50: and that is one of the I think one of

00:32:50 --> 00:32:54: the most challenging things about this effort is really that

00:32:54 --> 00:32:58: you know that there are so many different stakeholders that

00:32:58 --> 00:33:01: need to be represented along this corridor,

00:33:01 --> 00:33:05: and. It's also a really great opportunity,

00:33:05 --> 00:33:08: and the next slide will show you,

00:33:08 --> 00:33:13: you know it can't talk about I-35 without talking about

00:33:13 --> 00:33:18: the history that we are working from with I-35.

00:33:18 --> 00:33:21: The 1928 plan is the slide on the left and

00:33:21 --> 00:33:23: the image on the left.

00:33:23 --> 00:33:26: This is the plan and that our city was our

00:33:26 --> 00:33:29: first attempt to codifies segregation.

00:33:29 --> 00:33:34: The plan, explicitly called for a quote Nigo district and

00:33:34 --> 00:33:38: then went on to do not deny services to people

00:33:38 --> 00:33:42: of color who were living outside of the district and

00:33:42 --> 00:33:46: that followed with what you see on the right is

00:33:46 --> 00:33:48: a redlining map.

00:33:48 --> 00:33:51: Showing that eastern portion of of the area of the

00:33:51 --> 00:33:54: free the area East of the freeway in red as

00:33:54 --> 00:33:57: a declining district or hazardous district,

00:33:57 --> 00:34:00: you know all of our policies that followed really just

00:34:00 --> 00:34:05: continue to reinforce that segregation and remove the

00:34:05 --> 00:34:08: opportunities for

00:34:08 --> 00:34:11: upward mobility for Austins people of color.

00:34:11 --> 00:34:14: And this is the legacy that we live with.

00:34:14 --> 00:34:14: So you know, I think Michael spoke early about the

00:34:14 --> 00:34:16: legacy.

00:34:16 --> 00:34:20: This is the legacy and well,

00:34:20 --> 00:34:24: I-35. The construction of I-35 didn't create that legacy.

00:34:24 --> 00:34:27: It certainly has to. Begin to unravel that legacy.

00:34:27 --> 00:34:29: The next slide shows you an image of what what

00:34:29 --> 00:34:31: was before I-35,

00:34:31 --> 00:34:34: so this is East East Ave.

00:34:34 --> 00:34:36: It was a tree lines residential St for the most

00:34:36 --> 00:34:40: part where a lot of there are.

00:34:40 --> 00:34:43: Austinites came for gatherings and events,

00:34:43 --> 00:34:48: and when I-35 was built it really it not only

00:34:48 --> 00:34:49: reinforced the racial and economic segregation that was

00:34:49 --> 00:34:52: already well

00:34:48 --> 00:34:49: under progress,

00:34:49 --> 00:34:52: but it created a physical divide.

00:34:52 --> 00:34:57: That week we could not get past.

00:34:57 --> 00:35:00: So next slide shows you really where we are now,

00:35:00 --> 00:35:03: so that's where we were.

00:35:03 --> 00:35:06: Where we are now and I want to start out.

00:35:06 --> 00:35:09: It's really important for me to say that we don't

00:35:09 --> 00:35:11: have a vision for I-35.

00:35:11 --> 00:35:14: We're really looking at the we we brought in the

00:35:14 --> 00:35:16: ULI panel just this February,

00:35:16 --> 00:35:20: right before we all went into lockdown with coronavirus.

00:35:20 --> 00:35:25: They they were we were able to conduct and complete

00:35:25 --> 00:35:26: the panel.

00:35:26 --> 00:35:29: And we we knew that we needed a path forward,

00:35:29 --> 00:35:32: but we didn't exactly know what that was going to

00:35:32 --> 00:35:35: look like an the UI panel reports really serving as

00:35:35 --> 00:35:36: our road map.

00:35:36 --> 00:35:40: Although we know that every recommendation in the panel is

00:35:40 --> 00:35:44: going to require more analysis and a lot more community

00:35:44 --> 00:35:45: conversation.

00:35:45 --> 00:35:49: So the next slide is showing you corridor wide

00:35:49 --> 00:35:51: recommendations

00:35:51 --> 00:35:54: in the panel report.

00:35:54 --> 00:35:58: We are looking at in the report 11 acres of

00:35:58 --> 00:35:59: proposed caps and three different locations.

00:35:59 --> 00:36:03: It's hard to see here,

00:36:03 --> 00:36:06: but the areas in green are the caps and then

00:36:06 --> 00:36:10: two acres of stitches and 11 locations.

00:36:10 --> 00:36:14: And uh Blvd, which would be created along the whole

00:36:14 --> 00:36:19: length of the corridor at a total cost of 313

00:36:19 --> 00:36:24: million,

00:36:24 --> 00:36:25: which all of a sudden compared to Jennifer Ann Keyes

00:36:25 --> 00:36:27: presentations doesn't sound us as enormous as it sounded

00:36:27 --> 00:36:31: to

00:36:31 --> 00:36:32: me when we started.

00:36:32 --> 00:36:34: And the next in the next slide,

00:36:34 --> 00:36:37: it's just showing you how this plays out in a

00:36:37 --> 00:36:39: specific area.

00:36:39 --> 00:36:43: This is between 11th and 12th streets.

00:36:43 --> 00:36:47: An if you look at the image on the right,

00:36:47 --> 00:36:50: the UI panel recommended structure.

00:36:50 --> 00:36:53: It's it's basically showing you the green and a cap,

00:36:53 --> 00:36:55: the orange or two stitches on the North and South

00:36:55 --> 00:36:57: and of that cap and the green dotted line is

00:36:57 --> 00:36:59: the Boulevard that would run on both sides.

00:36:53 --> 00:36:56: The next slide is really kind of what we want  
00:36:56 --> 00:36:59: to where we want to start this and where we  
00:36:59 --> 00:37:02: did start with the Community as we began.  
00:37:02 --> 00:37:06: the UI panel is understanding what how we need to  
00:37:06 --> 00:37:08: approach this project.  
00:37:08 --> 00:37:12: So we're really thinking you know much more about  
approach  
00:37:12 --> 00:37:14: than outcomes right now.  
00:37:14 --> 00:37:17: And what we heard from the community was we have  
00:37:17 --> 00:37:21: a lot of critical questions and problems to solve for.  
00:37:21 --> 00:37:24: And you know, these are just some of the.  
00:37:24 --> 00:37:29: The things that they identified healing from you know that  
00:37:30 --> 00:37:31: are our legacy of of.  
00:37:31 --> 00:37:37: You know racial segregation, health and safety connections  
opportunity.  
00:37:37 --> 00:37:41: These were things that the community asked us to explore.  
00:37:41 --> 00:37:44: It's interesting, you know. I think we we tend to  
00:37:45 --> 00:37:45: go to,  
00:37:45 --> 00:37:47: oh it's it's a freeway cap.  
00:37:47 --> 00:37:52: It's a park nobody really said park at the start.  
00:37:52 --> 00:37:54: You know, it may be that parks are a way  
00:37:54 --> 00:37:56: to facilitate these community outcomes,  
00:37:56 --> 00:37:58: but they weren't the start of our conversation.  
00:38:00 --> 00:38:05: So the the recommendations that were focused on  
implementing with  
00:38:05 --> 00:38:08: the from the UI panel on the next slide.  
00:38:08 --> 00:38:13: So really, you know we're focused on the recommendations  
that  
00:38:13 --> 00:38:17: you I gave us around approach and community engagement.  
00:38:17 --> 00:38:21: So there were two things that we heard from you  
00:38:21 --> 00:38:26: Ally that really resonated with our leadership in the  
Community.  
00:38:26 --> 00:38:30: One was creating a balanced leadership structure.  
00:38:30 --> 00:38:32: So this this image of the three circles is really  
00:38:33 --> 00:38:34: showing how you know we.  
00:38:34 --> 00:38:38: The Downtown Austin Alliance took leadership in this effort  
because  
00:38:38 --> 00:38:41: there was a void really at the time and somebody  
00:38:41 --> 00:38:44: needed to convene the community around this conversation.  
00:38:44 --> 00:38:48: We're now working really closely with the City of Austin  
00:38:48 --> 00:38:51: leadership who is really becoming a leader and working  
closely  
00:38:51 --> 00:38:55: with us in Community leadership to create a more balanced

00:38:55 --> 00:38:58: structure for how we make decisions together.

00:38:58 --> 00:39:02: The second recommendation on the next slide that that we

00:39:03 --> 00:39:06: are working towards is this idea of Co.

00:39:06 --> 00:39:10: Creating our vision really working from the ground up with

00:39:10 --> 00:39:12: the Community to Co.

00:39:12 --> 00:39:16: Create a vision that is representative of the voices in

00:39:16 --> 00:39:17: our community,

00:39:17 --> 00:39:22: specially those who were displaced by I35 and the  
gentrification

00:39:22 --> 00:39:25: of East Austin and other areas in central Austin.

00:39:25 --> 00:39:29: Quite honestly. And just as we were about to begin

00:39:29 --> 00:39:32: the conversations around Co creation.

00:39:32 --> 00:39:36: We entered into our lock down with coronavirus and we

00:39:36 --> 00:39:39: had to kind of rethink how we were going to

00:39:39 --> 00:39:40: do our work.

00:39:40 --> 00:39:43: So we needed to keep the momentum going.

00:39:43 --> 00:39:46: We knew it was going to be hard really to

00:39:46 --> 00:39:51: build that trust and bring those divergent viewpoints together  
without

00:39:51 --> 00:39:55: meeting in person where we ended up going was partnering

00:39:55 --> 00:39:59: with the local community radio station and a group of

00:39:59 --> 00:40:01: local community mentors,

00:40:01 --> 00:40:03: many of whom were involved.

00:40:03 --> 00:40:07: In the UI panel process itself and we developed a

00:40:07 --> 00:40:12: series of radio episodes that could explore different topics  
that

00:40:12 --> 00:40:15: emerged through the UI panel conversations.

00:40:15 --> 00:40:19: So on the bottom you see 88 was our kickoff,

00:40:19 --> 00:40:22: 822 is the second one that we did and that

00:40:22 --> 00:40:24: was really around.

00:40:24 --> 00:40:27: How do we begin to heal from this legacy of

00:40:27 --> 00:40:31: our past an begin the Co creation process and this

00:40:31 --> 00:40:34: series is going to continue.

00:40:34 --> 00:40:36: Over the fall.

00:40:36 --> 00:40:38: We are working, you know,

00:40:38 --> 00:40:44: and in addition to the the traditional institutional partners,

00:40:44 --> 00:40:48: what we really wanted to do was.

00:40:48 --> 00:40:53: Was curated a panel with nontraditional partners and bring  
those

00:40:53 --> 00:40:53: voices,

00:40:53 --> 00:40:55: not just at the table,

00:40:55 --> 00:40:59: but to really have those voices create the table.

00:40:59 --> 00:41:00: Set the table if you will,

00:41:00 --> 00:41:04: so we you know, we created a series of curators  
 00:41:04 --> 00:41:08: for this group of curators for this effort who really  
 00:41:08 --> 00:41:10: helped to shape the whole thing.  
 00:41:10 --> 00:41:13: Right now we have the whole series.  
 00:41:13 --> 00:41:16: All of the episodes that have been launched so far  
 00:41:16 --> 00:41:18: available on our website.  
 00:41:18 --> 00:41:22: Our website also has. Different ways for people to engage  
 00:41:22 --> 00:41:25: in and learn from these conversations.  
 00:41:25 --> 00:41:27: And it's also going to be a host for if  
 00:41:28 --> 00:41:29: you can't watch,  
 00:41:29 --> 00:41:31: you can't watch the episode.  
 00:41:31 --> 00:41:34: It's the episodes are all live on line there also  
 00:41:34 --> 00:41:35: on radio,  
 00:41:35 --> 00:41:38: in an analog way. And if you can't watch them  
 00:41:38 --> 00:41:39: at that time,  
 00:41:39 --> 00:41:41: you can always watch them later,  
 00:41:41 --> 00:41:44: so that's been, you know it's it's we wanted to  
 00:41:44 --> 00:41:48: make sure that we had access for everyone and that's  
 00:41:48 --> 00:41:50: that's how we quickly pivoted.  
 00:41:50 --> 00:41:54: In the coronavirus world that we're in right now.  
 00:41:54 --> 00:41:56: And so I just want to say,  
 00:41:56 --> 00:41:59: I guess finally to closeout and that you know,  
 00:41:59 --> 00:42:02: please feel free to to dive into the website further  
 00:42:02 --> 00:42:05: engage in the website an on the next slide.  
 00:42:05 --> 00:42:07: It has my contact information.  
 00:42:07 --> 00:42:09: I know we're not going to get to every question  
 00:42:10 --> 00:42:10: today.  
 00:42:10 --> 00:42:14: So if you have questions please feel free to reach  
 00:42:14 --> 00:42:14: out to me.  
 00:42:14 --> 00:42:18: And at this point I'm going to ask my colleagues  
 00:42:18 --> 00:42:21: to come back up so that we can have some  
 00:42:21 --> 00:42:22: conversation.  
 00:42:22 --> 00:42:27: Well, let's look in the chat and see if there's  
 00:42:27 --> 00:42:29: questions exactly answer.  
 00:42:29 --> 00:42:32: I actually, I'll read the first word about that and  
 00:42:32 --> 00:42:35: and we can all respond in the area of Black  
 00:42:35 --> 00:42:36: Lives Matter.  
 00:42:36 --> 00:42:41: How do cities without large concentrations that African  
 00:42:41 --> 00:42:44: American residents  
 00:42:44 --> 00:42:48: immediately within a few blocks of the project area but  
 00:42:44 --> 00:42:48: with significant in African American communities nearby who  
 may shop

00:42:48 --> 00:42:50: visit, work in the area,

00:42:50 --> 00:42:53: justify the investment in caps from an equity approach?

00:42:57 --> 00:43:00: Dance about that Keith.

00:43:00 --> 00:43:03: Thanks, forgot appreciate you inviting me in.

00:43:03 --> 00:43:05: Well, I'll tell you this.

00:43:05 --> 00:43:09: One of the things that's important message from our perspective

00:43:09 --> 00:43:10: is this.

00:43:10 --> 00:43:14: While this is being driven by African Americans as part

00:43:14 --> 00:43:16: of restorative framework,

00:43:16 --> 00:43:19: this is going to really benefit the city of Saint

00:43:19 --> 00:43:20: Paul.

00:43:20 --> 00:43:23: It's ultimately going to benefit the region and it's a

00:43:23 --> 00:43:27: matter of pointing to if we think about the wide

00:43:27 --> 00:43:30: range of disparities that exist right in the hub.

00:43:30 --> 00:43:36: Of where Rondo exists. It presents an opportunity to counter

00:43:36 --> 00:43:40: and to bring up those that are within the footprint

00:43:41 --> 00:43:41: of Rando,

00:43:41 --> 00:43:48: who currently are challenged by the lack of employment opportunities

00:43:48 --> 00:43:50: or the lack of.

00:43:50 --> 00:43:54: Affordable housing just in general the lack of variety of

00:43:54 --> 00:43:54: jobs,

00:43:54 --> 00:43:57: so I everyone should look at this as is.

00:43:57 --> 00:44:02: If a there's an investment on a structure and certainly

00:44:02 --> 00:44:06: a tax base that is generated potentially you know from

00:44:06 --> 00:44:09: it we also got to look at the potential of

00:44:09 --> 00:44:13: utilizing this asset if you will or this opportunity to

00:44:13 --> 00:44:17: really address some of the in equities and to bring

00:44:17 --> 00:44:20: people investment and individuals.

00:44:20 --> 00:44:22: Up to the degree where it's not having to be

00:44:22 --> 00:44:24: paid for on the other end.

00:44:24 --> 00:44:26: Either way, we're paying for it.

00:44:26 --> 00:44:30: OK, and so it's a matter really appealing to people's

00:44:30 --> 00:44:32: sense of there is cost benefit,

00:44:32 --> 00:44:35: but how you measure that is not always in terms

00:44:35 --> 00:44:36: of structure,

00:44:36 --> 00:44:39: but it's the benefit to communities and rising them up

00:44:39 --> 00:44:40: overall.

00:44:42 --> 00:44:45: Melissa, did you want to add something?

00:44:45 --> 00:44:48: Go for it. I was just going to say hopefully

00:44:48 --> 00:44:50: that question was answered.

00:44:50 --> 00:44:53: I don't. I feel like Michaels or Keith is the

00:44:53 --> 00:44:56: best person to answer that question.

00:44:56 --> 00:45:00: I saw a question for someone about explaining the difference

00:45:00 --> 00:45:02: between caps and stitches,

00:45:02 --> 00:45:05: so I'm going to do my best to answer that.

00:45:05 --> 00:45:08: The caps are essentially covers over a highway,

00:45:08 --> 00:45:12: so you know, I think Klyde Warren Park in Dallas

00:45:12 --> 00:45:13: is the.

00:45:13 --> 00:45:18: Most often referenced example, whereas the stitches are more like

00:45:18 --> 00:45:19: wider,

00:45:19 --> 00:45:24: more amenity friendly bridges that would go over a freeway.

00:45:24 --> 00:45:28: So there are different examples of stitches and what goes

00:45:28 --> 00:45:29: on a stitch.

00:45:29 --> 00:45:33: It could even have some retail along it,

00:45:33 --> 00:45:37: and I know in Austin we've been looking at both

00:45:37 --> 00:45:41: caps and stitches and I believe everyone else that's

00:45:41 --> 00:45:44: on this panel is as well.

00:45:46 --> 00:45:49: And I and I know that Keith Michael is having

00:45:49 --> 00:45:51: some technical difficulties,

00:45:51 --> 00:45:54: so I'm going to try to help coordinate this for

00:45:54 --> 00:45:55: a moment here.

00:45:55 --> 00:45:59: So thank you so much everybody for taking part of

00:45:59 --> 00:46:00: this.

00:46:00 --> 00:46:03: Something there's a question surrounding either federal.

00:46:03 --> 00:46:07: What is the federal process related to this and how?

00:46:07 --> 00:46:10: How is the federal government involved in this,

00:46:10 --> 00:46:12: or not at all? But also I would expand a

00:46:12 --> 00:46:16: little bit too to thinking about how does your effort

00:46:16 --> 00:46:19: also interplay with what the state processes for getting your

00:46:19 --> 00:46:23: year projects. And I know that each one of your

00:46:23 --> 00:46:27: projects have slightly different perspectives on that.

00:46:27 --> 00:46:28: If you want to start,

00:46:28 --> 00:46:30: yes, I'll be happy to start,

00:46:30 --> 00:46:32: you know, one of the things that came to my

00:46:32 --> 00:46:35: mind as I think about this overall is how complex

00:46:35 --> 00:46:37: federal processes are,

00:46:37 --> 00:46:39: how complex state processes are,

00:46:39 --> 00:46:42: and again, for those of you that aren't aware,

00:46:42 --> 00:46:45: I spent 18 years with the Department of Transportation,

00:46:45 --> 00:46:49: Minnesota. So I already know the dynamic of the internal

00:46:49 --> 00:46:54: challenges of responding to communities as well as the external

00:46:54 --> 00:46:57: community side of the equation as well.  
 00:46:57 --> 00:46:59: So now envision the challenges of PHW way,  
 00:46:59 --> 00:47:01: the state, the city, County,  
 00:47:01 --> 00:47:05: etc met Council trying to solve how to use this  
 00:47:05 --> 00:47:09: opportunity and having different views and trying to find a  
 00:47:09 --> 00:47:12: center place as a community driven proposition.  
 00:47:12 --> 00:47:17: The complexities of neighborhoods and community interests  
 and so on  
 00:47:17 --> 00:47:18: and so forth.  
 00:47:18 --> 00:47:21: Now we can overlay that on top OK except for  
 00:47:21 --> 00:47:26: the community is drying yet with varying degrees of  
 understanding  
 00:47:26 --> 00:47:28: about these other systems.  
 00:47:28 --> 00:47:31: OK, that are also in play and I wanted to  
 00:47:31 --> 00:47:35: set that framework because as we think about Nipah.  
 00:47:35 --> 00:47:39: Or as we think about meet before the Minnesota process,  
 00:47:39 --> 00:47:43: we know that these processes are engaged with these  
 institutions,  
 00:47:43 --> 00:47:47: thinking that Community is aware of what they are and  
 00:47:47 --> 00:47:49: what they mean and how they work.  
 00:47:49 --> 00:47:53: But in reality not being effective at communicating those  
 things  
 00:47:53 --> 00:47:57: and then the Community finds itself continually in a reactive  
 00:47:58 --> 00:47:58: mode.  
 00:47:58 --> 00:48:01: And I think that that's a little bit of what  
 00:48:01 --> 00:48:03: we're experiencing in Minnesota.  
 00:48:03 --> 00:48:06: Not that the vision and the idea of a land  
 00:48:06 --> 00:48:08: bridge isn't something that's.  
 00:48:08 --> 00:48:12: Important an an an an idea people want to support,  
 00:48:12 --> 00:48:16: but they're stuck to the rules and frameworks in a  
 00:48:16 --> 00:48:18: way that doesn't allow for pliability,  
 00:48:18 --> 00:48:24: nimbleness, responsiveness, education in a way that really is  
 critical  
 00:48:24 --> 00:48:27: for the community to have some ownership on it,  
 00:48:27 --> 00:48:31: and we've just come off the heels of a light  
 00:48:31 --> 00:48:32: rail project,  
 00:48:32 --> 00:48:36: you know, in 2010, that really represents in the communities  
 00:48:36 --> 00:48:37: mind.  
 00:48:37 --> 00:48:39: Oh, here's what's going on.  
 00:48:39 --> 00:48:41: And it's going to be done to us again,  
 00:48:41 --> 00:48:44: and so we've got to be mindful of.  
 00:48:44 --> 00:48:47: And part of what we're trying to elevate our partners,  
 00:48:47 --> 00:48:50: particularly OT in the NEPA process,



00:48:50 --> 00:48:52: is you've triggered it too early.

00:48:52 --> 00:48:55: First of all, it's perceived to be restrictive.

00:48:55 --> 00:48:59: OK, when in fact the nippa process is intended to

00:48:59 --> 00:49:04: expand and be responsive so that community early building stuff.

00:49:04 --> 00:49:07: Is is so vital in this proposition we think there's

00:49:07 --> 00:49:08: still a lot of work to be done,

00:49:08 --> 00:49:11: but we certainly know that we have some key partners

00:49:11 --> 00:49:14: that are at least listening to what we're saying.

00:49:16 --> 00:49:20: Echo what Keith just said and just add that the

00:49:20 --> 00:49:23: complexity on our side and Austin is that we we

00:49:23 --> 00:49:26: are a little bit ahead of text Todd in terms

00:49:26 --> 00:49:29: of their process and at least publicly.

00:49:29 --> 00:49:34: And that is really confusing and challenging for the community.

00:49:34 --> 00:49:38: You know their texts about to begin their nippa process

00:49:38 --> 00:49:42: this fall and we intentionally wanted to be ahead of

00:49:42 --> 00:49:45: it so that we had some community input to front

00:49:45 --> 00:49:47: end. In the nipa process,

00:49:47 --> 00:49:50: but it's not easy to be talking about I-35 out

00:49:50 --> 00:49:51: in the community.

00:49:51 --> 00:49:54: You know when when text not really has has to

00:49:54 --> 00:49:59: have their own conversations about I-35 out in the community.

00:50:02 --> 00:50:05: And Paul, here in Atlanta we've spent a fair bit

00:50:05 --> 00:50:07: of time during our implementation,

00:50:07 --> 00:50:12: feasibility studies understanding those processes we again like is in

00:50:12 --> 00:50:14: more community driven vision.

00:50:14 --> 00:50:17: Have not formally started any process,

00:50:17 --> 00:50:19: but in our broad funding strategy,

00:50:19 --> 00:50:22: or anticipating that we would like to apply for and

00:50:22 --> 00:50:24: compete for federal sources,

00:50:24 --> 00:50:27: so are conducting our work and documenting,

00:50:27 --> 00:50:30: anticipating, needing to go through that.

00:50:30 --> 00:50:36: Process and I think that question was both the process

00:50:36 --> 00:50:41: agent and the funding and we we are.

00:50:41 --> 00:50:44: We would like to consider federal funding sources.

00:50:44 --> 00:50:47: They're very competitive, very competitive,

00:50:47 --> 00:50:50: even within our region, and so for us it's building

00:50:50 --> 00:50:53: the right case in the right components and the right

00:50:54 --> 00:50:55: funding stack as well.

00:50:55 --> 00:50:58: We are not going to pay for the whole thing's.

00:50:58 --> 00:51:01: Private funds won't pay for the whole thing,  
00:51:01 --> 00:51:05: So what portions of the project or more appropriate for  
00:51:05 --> 00:51:07: transportation infrastructure dollars?  
00:51:07 --> 00:51:12: What funding sources are more appropriate for Community  
benefits?  
00:51:12 --> 00:51:16: Like Parks, can we isolate components of the projects like  
00:51:16 --> 00:51:20: roadway connections that also have bike lanes and sidewalk  
widening  
00:51:20 --> 00:51:23: so you know how do you fit all those pieces  
00:51:23 --> 00:51:27: and parts together? Is it really as Keith was saying,  
00:51:27 --> 00:51:32: complex part of how the projects advance in a rational  
00:51:32 --> 00:51:32: way?  
00:51:32 --> 00:51:36: The Parliament, can I just make 1 one additional kind  
00:51:36 --> 00:51:37: of tag on on this?  
00:51:37 --> 00:51:41: You know when we think about the history of Rondo  
00:51:41 --> 00:51:42: and the budding.  
00:51:42 --> 00:51:44: Rondo doesn't see itself with the community,  
00:51:44 --> 00:51:49: doesn't see itself is asking for something that shouldn't  
already  
00:51:49 --> 00:51:49: happen.  
00:51:49 --> 00:51:54: Even in working with the agencies themselves.  
00:51:54 --> 00:51:58: It is driven by the community in such a way  
00:51:58 --> 00:52:02: that there is a level of expectation.  
00:52:02 --> 00:52:06: While men Dot may articulate at this particular moment.  
00:52:06 --> 00:52:10: Space and time. It does not have the resources to  
00:52:10 --> 00:52:15: respond to you allies recommendation that men Dodge to  
pay  
00:52:15 --> 00:52:17: for it and maintain it.  
00:52:17 --> 00:52:19: We understand that it's complex,  
00:52:19 --> 00:52:24: but there is an expectation that some kind of investment  
00:52:24 --> 00:52:25: happens.  
00:52:25 --> 00:52:28: Because it was to the benefit of others.  
00:52:28 --> 00:52:31: If you will not Rondo and will clear terms from  
00:52:31 --> 00:52:33: the destruction of Rondo.  
00:52:33 --> 00:52:37: So I I think it's important to say who's eyes  
00:52:37 --> 00:52:40: are we looking at it through and what are those  
00:52:40 --> 00:52:45: expectations and what is meaningful primary benefits to  
community as  
00:52:45 --> 00:52:50: a result of that loss that again beyond Rondo has  
00:52:50 --> 00:52:53: benefit to the broader region.  
00:52:53 --> 00:52:55: And I'm going to try to bundle a couple of  
00:52:55 --> 00:52:56: questions here.  
00:52:56 --> 00:52:59: Just trying to think through.

00:52:59 --> 00:53:05: Are all nonprofits or community based organizations?

00:53:05 --> 00:53:08: One thing is, can you talk a little bit about

00:53:08 --> 00:53:11: how long your organizations have existed as well as also

00:53:11 --> 00:53:12: really,

00:53:12 --> 00:53:15: why are you leading this effort and not the city,

00:53:15 --> 00:53:17: the state, or some other governmental entity?

00:53:20 --> 00:53:22: More on I'm on here on the Hill,

00:53:22 --> 00:53:25: what I've just kind of shared.

00:53:25 --> 00:53:29: I'll say this yeah reconnect Ronald's been around we emerged

00:53:29 --> 00:53:33: in 2017 so we're very young and being such a

00:53:33 --> 00:53:37: young organization in the early you'll I technical panel a

00:53:37 --> 00:53:40: small version of healthy communities.

00:53:40 --> 00:53:44: It was men dot that really put the discussion on

00:53:44 --> 00:53:49: the table looking at three possible locations of land bridges

00:53:49 --> 00:53:50: and so with that the.

00:53:50 --> 00:53:55: Involved partnership and discussion with mendata curd to a point

00:53:55 --> 00:53:56: of where we are today.

00:53:56 --> 00:54:00: Now in the throes or in the middle of everything.

00:54:00 --> 00:54:05: Now fully understanding what that partnership really means and navigating

00:54:05 --> 00:54:09: the interests of not only the role of these organizations.

00:54:09 --> 00:54:11: Meaning each of the agencies,

00:54:11 --> 00:54:13: but also meant that itself.

00:54:13 --> 00:54:17: Our ultimate vision is in 2023 having pre development dollars available.

00:54:17 --> 00:54:18:

00:54:18 --> 00:54:22: Haven't gone to the legislature for bonding dollars and 20.

00:54:22 --> 00:54:25: 22 So we're beginning that process to court that so,

00:54:25 --> 00:54:29: being a community driven proposition was always what men Dot

00:54:29 --> 00:54:30: had envisioned,

00:54:30 --> 00:54:34: but also what we reconnect around on the community had

00:54:34 --> 00:54:35: envision.

00:54:35 --> 00:54:39: But now we're recognizing the complications around that as well.

00:54:41 --> 00:54:44: For for US downtown Austin,

00:54:44 --> 00:54:46: we've been around over 25 years,

00:54:46 --> 00:54:51: so you know we're pretty established organization and this is

00:54:52 --> 00:54:53: really on our radar.

00:54:53 --> 00:54:58: And the reason we took charge of the conversation is

00:54:58 --> 00:55:00: because it wasn't happening.

00:55:00 --> 00:55:03: It wouldn't be happening otherwise,

00:55:03 --> 00:55:08: which is often what organizations like ours do were there  
00:55:08 --> 00:55:10: to really be a broker.  
00:55:10 --> 00:55:13: Between, you know what? What is the the public and  
00:55:13 --> 00:55:18: private sector and the conversations that need to be had?  
00:55:18 --> 00:55:21: And also you know the eastern edge of downtown Austin.  
00:55:21 --> 00:55:25: For those who are familiar with Austin is the least  
00:55:25 --> 00:55:28: realize has the least realized potential.  
00:55:28 --> 00:55:32: So there. There's a lot of opportunity and the eastern  
00:55:32 --> 00:55:35: area of downtown that the lowering of I-35 Aztec style  
00:55:35 --> 00:55:39: was is proposing would allow for and it also has  
00:55:39 --> 00:55:42: a lot of challenges. So you know we have our  
00:55:42 --> 00:55:45: Red River cultural District which is.  
00:55:45 --> 00:55:48: You know, really right up next to I35 and our  
00:55:48 --> 00:55:52: social services and you know our our medical district,  
00:55:52 --> 00:55:55: our emerging innovation district opportunities,  
00:55:55 --> 00:55:59: challenges and what happens with I-35 is really going to  
00:55:59 --> 00:56:02: make are break those opportunities and challenges.  
00:56:02 --> 00:56:06: So we knew that if we didn't start having that  
00:56:06 --> 00:56:11: conversation we would really just be left with whatever  
happened  
00:56:11 --> 00:56:15: and that wasn't that wasn't an option for us.  
00:56:15 --> 00:56:19: And here in Atlanta, Centralina progress next user 80th year.  
00:56:19 --> 00:56:21: We were founded in 1941.  
00:56:21 --> 00:56:24: The Assessment District Improvement District,  
00:56:24 --> 00:56:28: which is provided the capital for the work today.  
00:56:28 --> 00:56:32: It was created in 1995 in anticipation of the Centennial  
00:56:32 --> 00:56:35: Olympic Games that were held here in Atlanta.  
00:56:35 --> 00:56:37: And like Melissa, it's us.  
00:56:37 --> 00:56:39: This is what we do.  
00:56:39 --> 00:56:41: We are a catalyst for investment.  
00:56:41 --> 00:56:44: We are a champion for the things that we need  
00:56:45 --> 00:56:47: to do to remain a healthy strong.  
00:56:47 --> 00:56:51: Downtown and then we see the implementation strategy,  
00:56:51 --> 00:56:56: both constructing it and frankly operating it and maintaining it,  
00:56:56 --> 00:57:00: and it having a successful life cycle being a public  
00:57:00 --> 00:57:02: private partnership,  
00:57:02 --> 00:57:05: which is kind of what we are in the space  
00:57:05 --> 00:57:07: that we exist in.  
00:57:07 --> 00:57:10: So if not us, who I guess so this is  
00:57:10 --> 00:57:15: common ground for an organization like ours.  
00:57:15 --> 00:57:18: And then I believe Michael is should be back on  
00:57:18 --> 00:57:19: right now.

00:57:19 --> 00:57:21: Oh so let me just ask one what I call  
00:57:21 --> 00:57:25: overarching question and as much as we are in the  
00:57:25 --> 00:57:26: COVID-19 era,  
00:57:26 --> 00:57:29: I would assume and you guys can elaborate on this.  
00:57:29 --> 00:57:33: What are the changes that might occur since we don't  
00:57:33 --> 00:57:37: really know that will expand or change the timeline and  
00:57:37 --> 00:57:40: implementing your respective projects.  
00:57:40 --> 00:57:44: 'cause I think there's a lot of financial unknowns at  
00:57:44 --> 00:57:45: this point.  
00:57:45 --> 00:57:47: What do you think about that?  
00:57:47 --> 00:57:50: No question about that. Michael you know,  
00:57:50 --> 00:57:55: we started thinking about resources and limitations and  
constraints that  
00:57:55 --> 00:57:59: are ordinarily on the table and now we're talking about  
00:57:59 --> 00:58:00: adding the issues of Kovid,  
00:58:00 --> 00:58:03: but I'm going to say one more step.  
00:58:03 --> 00:58:05: The issue of civil unrest.  
00:58:05 --> 00:58:08: If you will also in some responsiveness to what's going  
00:58:08 --> 00:58:11: on in 3 real key communities one very,  
00:58:11 --> 00:58:15: very close and incorporated into Rondo.  
00:58:15 --> 00:58:19: But I do think that really from our perspective.  
00:58:19 --> 00:58:24: The expectation doesn't change because fundamentally our  
project is about  
00:58:24 --> 00:58:26: community building.  
00:58:26 --> 00:58:34: Our project is about investment in people and in things  
00:58:34 --> 00:58:39: that are partly or very much tied to.  
00:58:39 --> 00:58:42: You know what we're seeing?  
00:58:42 --> 00:58:45: The the needs being in community as a whole.  
00:58:45 --> 00:58:49: So I would suggest. It's really about the organization of  
00:58:49 --> 00:58:50: funding.  
00:58:50 --> 00:58:53: It's really about the investment and how to apply it  
00:58:53 --> 00:58:59: for more long-term solutions infrastructure changes and  
leveraging this opportunity  
00:58:59 --> 00:59:01: for those kinds of outcomes,  
00:59:01 --> 00:59:04: so I don't see it as a takeaway from the  
00:59:04 --> 00:59:04: response.  
00:59:04 --> 00:59:08: I see it as a reorganizing and focus towards an  
00:59:08 --> 00:59:13: initiative that has scalable opportunity rather than onesies  
and Twosies.  
00:59:13 --> 00:59:16: Opportunities for kind of systemic change.  
00:59:18 --> 00:59:20: Yeah, and I think for us in Austin,  
00:59:20 --> 00:59:23: this moment has shined a spotlight on.  
00:59:23 --> 00:59:26: You know, our unsustainable growth,

00:59:26 --> 00:59:31: and really the opportunity for you know for more inclusive  
00:59:31 --> 00:59:33: Economic Community growth.  
00:59:33 --> 00:59:36: And I I see that in the long term,  
00:59:36 --> 00:59:39: as an opportunity. I think the short term.  
00:59:39 --> 00:59:43: Certainly there's going to be lots of struggles around how  
00:59:44 --> 00:59:46: we deal with the economic crisis.  
00:59:46 --> 00:59:48: That's that's upon us, but.  
00:59:48 --> 00:59:51: I think as we start to work some of that  
00:59:51 --> 00:59:52: out.  
00:59:52 --> 00:59:56: I think the priorities that we're starting to hear emerged  
00:59:56 --> 01:00:00: from the community about this corridor and some of the  
01:00:00 --> 01:00:01: big problems.  
01:00:01 --> 01:00:04: We need to grapple with which are quite.  
01:00:04 --> 01:00:08: Honestly, much, much bigger than RI 35 infrastructure.  
01:00:08 --> 01:00:12: I think will become more important and we'll look to  
01:00:12 --> 01:00:16: more comprehensive solutions to them as because of this so  
01:00:16 --> 01:00:16: I mean,  
01:00:16 --> 01:00:18: I'm an optimist, but I'm.  
01:00:18 --> 01:00:22: Really hopeful that this is going to do nothing but  
01:00:22 --> 01:00:27: really improve the way we're approaching things moving  
01:00:27 --> 01:00:30: forward.  
01:00:30 --> 01:00:32: Thank you have to be an optimist to work in  
01:00:32 --> 01:00:35: this kind of thing.  
01:00:35 --> 01:00:37: So I'm with Melissa. I think there were clearly be  
01:00:37 --> 01:00:40: scheduling packs,  
01:00:40 --> 01:00:44: but if the silver lining would be what we all  
01:00:44 --> 01:00:49: learn as individuals and we learn about the kinds of  
01:00:49 --> 01:00:52: neighborhoods and places that are healthy and equitable  
01:00:52 --> 01:00:56: going forward,  
01:00:56 --> 01:00:58: influencing this, at least in the Atlanta example,  
01:00:58 --> 01:01:01: is an opportunity. I think that makes the long term  
01:01:01 --> 01:01:05: success even more probable.  
01:01:05 --> 01:01:08: So let me pose 1 one more question in this  
01:01:08 --> 01:01:12: has to do what I characterize based on my my  
01:01:12 --> 01:01:15: work and at first I would say this is actually  
01:01:15 --> 01:01:18: fascinating for me because although I do it visory services  
01:01:18 --> 01:01:19: and and write those reports and studies,  
01:01:19 --> 01:01:23: I very seldom get a chance to listen to the  
01:01:23 --> 01:01:26: results up.  
01:01:26 --> 01:01:28: But so this has been very informative to me.  
01:01:28 --> 01:01:31: But one of the things that comes up for me  
01:01:31 --> 01:01:34: in LA is very important now,

01:01:28 --> 01:01:30: and in this kind of.

01:01:30 --> 01:01:35: Environment where in where the COVID-19 spotlight has continued to

01:01:35 --> 01:01:39: push out data on the disparities that exist.

01:01:39 --> 01:01:42: An you know quite frankly in some cases.

01:01:42 --> 01:01:46: We don't have a solution for resolving them what you

01:01:46 --> 01:01:50: guys sense in terms of trying to run your projects.

01:01:50 --> 01:01:55: The level of Community Trust that is out there in

01:01:55 --> 01:01:58: terms of believing that this time around.

01:01:58 --> 01:02:01: They're going to get it right.

01:02:01 --> 01:02:04: I mean that's always a huge proposition,

01:02:04 --> 01:02:07: I guess to some extent.

01:02:07 --> 01:02:13: Because RCR is community. Based organization itself.

01:02:13 --> 01:02:19: That at least sets a foundation of trust from the

01:02:19 --> 01:02:19: jump.

01:02:19 --> 01:02:23: Now we've been very intentional about them taking a look

01:02:23 --> 01:02:25: at that neck string of partners.

01:02:25 --> 01:02:31: Which are historical organizations within the community and binding ourselves

01:02:31 --> 01:02:33: under Memorama understanding?

01:02:33 --> 01:02:35: Then we began to take a look at.

01:02:35 --> 01:02:38: Now the broader picture, as well as how are those

01:02:38 --> 01:02:41: organizations and others connecting up in community.

01:02:41 --> 01:02:45: And how do we see the return and the feedback

01:02:45 --> 01:02:46: and the sharing etc.

01:02:46 --> 01:02:50: Curring so being so intentional and grassroots driven,

01:02:50 --> 01:02:54: if you will certainly understanding them.

01:02:54 --> 01:02:57: You know how systems operate.

01:02:57 --> 01:03:00: Really has really worked to our advantage because we've been

01:03:00 --> 01:03:03: able to bring information to the community.

01:03:03 --> 01:03:06: At the community is so disconnected from but I don't

01:03:06 --> 01:03:08: think that we're able ever going to kind of.

01:03:11 --> 01:03:15: Shared if you will. The historical what I call pain

01:03:15 --> 01:03:16: bodies that exist.

01:03:16 --> 01:03:21: It's a matter of trying to illustrate and small incremental

01:03:21 --> 01:03:21: ways.

01:03:21 --> 01:03:25: Building that trust and small incremental ways,

01:03:25 --> 01:03:28: and being able that for RCR.

01:03:28 --> 01:03:33: Now that were recognized as the champion as the Protector

01:03:33 --> 01:03:35: as the amplifier,

01:03:35 --> 01:03:38: and more specifically as some.

01:03:38 --> 01:03:45: Organization that can help resource addressing needs that

01:03:45 --> 01:03:46: they're already  
01:03:46 --> 01:03:49: challenged by.  
01:03:49 --> 01:03:53: Within the community so.  
01:03:53 --> 01:03:54: That's at least our approach in our lens.  
01:03:54 --> 01:03:55: Anybody else want to chime in?  
01:03:55 --> 01:03:58: You have something to say,  
01:03:58 --> 01:04:02: Melissa. I don't want to.  
01:04:02 --> 01:04:06: I, I think it couldn't agree with Keith more.  
01:04:06 --> 01:04:09: I think it also starts with being honest and aware  
01:04:10 --> 01:04:15: and I think at different points in all of the  
01:04:15 --> 01:04:15: presentations starting with Paul at ULI is understanding the  
01:04:15 --> 01:04:21: role  
01:04:21 --> 01:04:25: that  
01:04:25 --> 01:04:28: organizations may have played originally and then taking that  
01:04:28 --> 01:04:32: very  
01:04:32 --> 01:04:36: to heart in decisions that made going forward.  
01:04:36 --> 01:04:40: And you know that the collaboration and.  
01:04:41 --> 01:04:41: Partnership slide sort of summarized in very diagrammatic,  
01:04:41 --> 01:04:43: but the extent of the individuals and the people in  
01:04:43 --> 01:04:47: the organizations that comprise long long spreadsheets and  
01:04:47 --> 01:04:50: lists of  
01:04:50 --> 01:04:54: those people,  
01:04:54 --> 01:04:57: I think.  
01:04:57 --> 01:05:02: There's no way to over engage so that you are  
01:05:02 --> 01:05:06: staying on point and true and hearing everyone,  
01:05:06 --> 01:05:09: especially your detractors and and critics.  
01:05:09 --> 01:05:11: I mean, I guess that's this true professionally,  
01:05:11 --> 01:05:12: but potentially even more important with this level of  
01:05:12 --> 01:05:16: investment  
01:05:16 --> 01:05:17: in a type of infrastructure that that is so impactful.  
01:05:17 --> 01:05:19: I don't have anything to add.  
01:05:19 --> 01:05:22: You guys said it so well.  
01:05:22 --> 01:05:25: So Michael, you're still on,  
01:05:25 --> 01:05:28: you're on mute.  
01:05:28 --> 01:05:31: Yeah, if I can just interject one thing well,  
01:05:31 --> 01:05:35: Michael, you know one of the things that also is  
01:05:35 --> 01:05:36: the question that has been put out there in Michael.  
01:05:36 --> 01:05:38: Maybe I'm getting a little ahead of myself here,  
01:05:38 --> 01:05:42: but one around ownership. One around,  
01:05:42 --> 01:05:42: you know, how do you?  
01:05:42 --> 01:05:42: How do you deal with ownership?  
01:05:42 --> 01:05:42: Are you having conversations with the agency partners in the  
01:05:42 --> 01:05:42: community?



01:05:42 --> 01:05:45: What might that look like and so?

01:05:45 --> 01:05:50: This is also a driving point of voice that we

01:05:50 --> 01:05:53: hear continually from the community.

01:05:53 --> 01:05:56: And so one of the things that we think is

01:05:56 --> 01:05:58: important to be very,

01:05:58 --> 01:06:02: very candid. Again, if we are a equitable development movement,

01:06:02 --> 01:06:05: we're trying to create that.

01:06:05 --> 01:06:07: Then we have to determine who the primary,

01:06:07 --> 01:06:11: secondary and tertiary beneficiaries are from the beginning.

01:06:11 --> 01:06:16: Not after the fact an from the community's perspective,

01:06:16 --> 01:06:21: it has an expectation. And we want to see that

01:06:21 --> 01:06:23: expectation through.

01:06:23 --> 01:06:26: Now, while the door is still wide open in terms

01:06:26 --> 01:06:28: of ideas of how you innovate.

01:06:28 --> 01:06:32: That outcome what I can say without a question,

01:06:32 --> 01:06:36: is that we have to always keep our eyes on

01:06:36 --> 01:06:37: again.

01:06:37 --> 01:06:40: The historic wrong. That's occurred.

01:06:40 --> 01:06:44: How do you restore confidence in a community?

01:06:44 --> 01:06:47: How do you build it and what does the asset

01:06:47 --> 01:06:49: that's being created?

01:06:49 --> 01:06:51: What is it and how might it be used?

01:06:51 --> 01:06:55: So what is our relationship with the city?

01:06:55 --> 01:06:59: The city possibly take on some level of control over

01:06:59 --> 01:07:03: the site with MNDOT at least at this particular point?

01:07:03 --> 01:07:04: As far as we can tell,

01:07:04 --> 01:07:09: there aren't any restrictions in terms of the entity that

01:07:09 --> 01:07:11: has the potential.

01:07:11 --> 01:07:15: Of having some level of control or influence over the

01:07:15 --> 01:07:19: space and we just want to be very,

01:07:19 --> 01:07:23: very clear that it really leans square in favor of

01:07:23 --> 01:07:24: community.

01:07:29 --> 01:07:34: So in that regards. What would you say your challenges

01:07:34 --> 01:07:40: are in creating a governance structure for Community ownership that

01:07:40 --> 01:07:42: the Community would?

01:07:42 --> 01:07:44: Speech support above or believing well?

01:07:44 --> 01:07:48: I mean, it's interesting. You really ask that 'cause we

01:07:48 --> 01:07:51: just submitted port infrastructure grants for you all.

01:07:51 --> 01:07:54: I around this very subject and we're hoping to be

01:07:54 --> 01:07:57: successful because we do think it's time to bring real

01:07:57 --> 01:08:00: estate around the table developers around the table.

01:08:00 --> 01:08:03: Community members around the table we see this as a

01:08:03 --> 01:08:04: public,

01:08:04 --> 01:08:07: private philanthropic, but I also want to add one more

01:08:07 --> 01:08:09: P people proposition.

01:08:09 --> 01:08:12: How do we create a way in which we understand

01:08:12 --> 01:08:15: exactly what are the rules of engagement?

01:08:15 --> 01:08:18: What are the challenges for developers or real estate people

01:08:19 --> 01:08:22: who are the challenges for Community and if we can

01:08:22 --> 01:08:26: create at least a template or framework through that discussion,

01:08:26 --> 01:08:29: I think we will have gotten ourselves ahead of.

01:08:29 --> 01:08:32: And had communities involved in that discussion.

01:08:32 --> 01:08:34: But let me also say that,

01:08:34 --> 01:08:37: you know, been exploring.

01:08:37 --> 01:08:41: You know a a mechanism that allows for public,

01:08:41 --> 01:08:44: private, philanthropic and people investment to occur.

01:08:44 --> 01:08:48: So this is something that even was being discussed prior

01:08:48 --> 01:08:51: to the Land Bridge itself proposition.

01:08:51 --> 01:08:54: That just happens to place itself in a way of

01:08:54 --> 01:08:58: creating that kind of partnership governance framework,

01:08:58 --> 01:09:01: an response which I do think that there are.

01:09:01 --> 01:09:05: There's a particular mechanism that I think could be very,

01:09:05 --> 01:09:08: very helpful and all kind of reserve.

01:09:08 --> 01:09:10: I'm sharing that this particular time.

01:09:13 --> 01:09:15: Michael are you on mute? I just have one thing

01:09:15 --> 01:09:16: to say that's not on the ownership

01:09:16 --> 01:09:20: One thing, which is that that is probably the biggest

01:09:20 --> 01:09:24: question that the Community has in our conversations right now

01:09:24 --> 01:09:26: is who owns the Caps in the land.

01:09:26 --> 01:09:29: We don't have answers to those questions yet,

01:09:29 --> 01:09:32: and that's a hard place to be.

01:09:32 --> 01:09:35: You know, I think we have a lot of questions

01:09:35 --> 01:09:38: that don't have answers right now and and that that

01:09:38 --> 01:09:42: is a challenge when you're having a conversation like like

01:09:42 --> 01:09:46: this with the community, especially around ownership because of how

01:09:46 --> 01:09:48: significant ownership is to you,

01:09:48 --> 01:09:52: know wealth creation, an equity goals in the Community so

01:09:52 --> 01:09:53: you know,

01:09:53 --> 01:09:56: I think we're going to be learning from Keith and

01:09:56 --> 01:09:59: and how he approaches those conversations and gets to the

01:09:59 --> 01:10:01: right place with them.

01:10:01 --> 01:10:02: No pressure.

01:10:06 --> 01:10:09: Well, you can export all the good ideas to Los Angeles.

01:10:09 --> 01:10:09: Trust me, alright.

01:10:13 --> 01:10:15: So.

01:10:15 --> 01:10:18: At.

01:10:18 --> 01:10:22: So let me, I'm thinking about this from the standpoint that if you're old enough to have,

01:10:22 --> 01:10:25: you know.

01:10:25 --> 01:10:27: Grown up or freeways, or have been a part of your life forever you didn't know when it was.

01:10:27 --> 01:10:30: It was always there. Why do you think the responses to the folks who are old enough to remember when the freeway kind of wasn't there an how overtime and we could be talking about decades here?

01:10:30 --> 01:10:33: You know freeways and traffic has impacted the quality of life.

01:10:33 --> 01:10:37: And how? How are you selling the fact he's going to guard against that this time?

01:10:37 --> 01:10:40: Yeah, well, I'll start by saying our board chair was born and raised.

01:10:40 --> 01:10:44: In Rondo

01:10:44 --> 01:10:47: in fact, we have several board members that were born and raised in Rondo.

01:10:47 --> 01:10:52: So that is constantly in our minds and in our dialogue,

01:10:52 --> 01:10:53: because again, as I mentioned,

01:10:53 --> 01:10:55: reconnect Rondo should be and is the protector of Community

01:10:55 --> 01:10:57: in a very,

01:10:57 --> 01:11:01: very important way.

01:11:01 --> 01:11:02: I even when I think about myself,

01:11:02 --> 01:11:04: certainly it wasn't in the 50s or 60s,

01:11:04 --> 01:11:08: but I can remember.

01:11:08 --> 01:11:09: Many roadway changes that have a curd and the implications of those things.

01:11:09 --> 01:11:13: And I think the idea of physical connection over a freeway that really was a part of the divide mechanism.

01:11:13 --> 01:11:14: Allows for at least some level of balance.

01:11:14 --> 01:11:17: There are maybe more balanced view,

01:11:17 --> 01:11:21: but one of the things that's also interesting about our

01:12:02 --> 01:12:03: location that's important,  
 01:12:03 --> 01:12:07: and I think it's important for us to emphasize is  
 01:12:07 --> 01:12:09: the traffic flow across.  
 01:12:09 --> 01:12:15: I. The freeway is almost equal to the traffic flow  
 01:12:16 --> 01:12:19: in and along the freeway itself.  
 01:12:19 --> 01:12:22: And to put broader picture to it,  
 01:12:22 --> 01:12:26: if we think about the corridor from Saint Paul to  
 01:12:26 --> 01:12:27: Minneapolis,  
 01:12:27 --> 01:12:30: which is 15 miles. Within the Rondo area it is  
 01:12:31 --> 01:12:32: simply a Main Street,  
 01:12:32 --> 01:12:35: and so when we look at it as simply a  
 01:12:35 --> 01:12:36: Main Street,  
 01:12:36 --> 01:12:41: we should emphasize our partnership opportunity across the  
 freeway and  
 01:12:42 --> 01:12:45: its connections for livability in a very,  
 01:12:45 --> 01:12:47: very special way. So yeah,  
 01:12:47 --> 01:12:50: we do get quite a bit of the stories of  
 01:12:50 --> 01:12:52: where the neighborhood was,  
 01:12:52 --> 01:12:55: what the locations of special things were free,  
 01:12:55 --> 01:12:59: and it's a part of our effort when we talk  
 01:12:59 --> 01:13:01: about a cultural corridor.  
 01:13:01 --> 01:13:07: Of harnessing the stories. The historical stories.  
 01:13:07 --> 01:13:10: Historical locations with those stories,  
 01:13:10 --> 01:13:13: because I think that all has to be integrated into  
 01:13:13 --> 01:13:18: the proposition as a part of our community engagement  
 process.  
 01:13:18 --> 01:13:22: For for those so Atlanta and.  
 01:13:22 --> 01:13:27: You've got a lot of vertical development that's planned.  
 01:13:27 --> 01:13:34: Very attractive design. How does the community there think  
 about?  
 01:13:34 --> 01:13:40: It's appropriate role in participating in our value capture that  
 01:13:40 --> 01:13:42: is going to happen there.  
 01:13:42 --> 01:13:47: Sure that that vision for density mixed of uses that  
 01:13:47 --> 01:13:53: manifests itself specifically in in this dish really grew out  
 01:13:53 --> 01:13:58: of larger master planning vision planning that we did for  
 01:13:58 --> 01:14:04: the entire downtown community, and I think building on the  
 01:14:04 --> 01:14:05: last question,  
 01:14:05 --> 01:14:10: an Atlanta, our work in the urban core has been  
 01:14:10 --> 01:14:12: about becoming.  
 01:14:12 --> 01:14:15: More of a walkable, bikeable urban place.  
 01:14:15 --> 01:14:20: Not somewhere that you drive to and through and around,  
 01:14:20 --> 01:14:24: and so this this idea that this incredibly well located  
 01:14:24 --> 01:14:29: adjacent to transit adjacent jobs surrounding a Medical

Center Jason

01:14:29 --> 01:14:33: to neighborhoods that was could be reconnected,  
01:14:33 --> 01:14:37: was dominated by this transportation infrastructure.  
01:14:37 --> 01:14:42: And so the notion that we needed to ameliorate that  
01:14:42 --> 01:14:44: to rebuild a neighborhood.  
01:14:44 --> 01:14:48: So that the people you know historically when the freeways  
01:14:48 --> 01:14:50: were built in the 50s,  
01:14:50 --> 01:14:54: it the exact location was a commercial area that was  
01:14:54 --> 01:14:54: illuminated.  
01:14:54 --> 01:14:58: The residential neighborhoods were adjacent to that,  
01:14:58 --> 01:15:00: so so, like, unlike Keith,  
01:15:00 --> 01:15:05: we don't have those direct descendants who are still active  
01:15:05 --> 01:15:06: in the neighborhood.  
01:15:06 --> 01:15:10: But how do we rebuild those stories so that it  
01:15:10 --> 01:15:14: is the kind of neighborhood where people want to live,  
01:15:14 --> 01:15:17: can afford to live? And it has a quality of  
01:15:17 --> 01:15:19: life that attracts people to it.  
01:15:19 --> 01:15:23: You know, one thing that Covid has done in our  
01:15:23 --> 01:15:24: community is,  
01:15:24 --> 01:15:27: you know our downtown is going to die again.  
01:15:27 --> 01:15:30: Or is everyone moving to the suburbs is at the  
01:15:30 --> 01:15:32: end of the the urbanization,  
01:15:32 --> 01:15:35: and I think for us you know we're trying to  
01:15:36 --> 01:15:39: paint a picture of a place where we can create  
01:15:39 --> 01:15:43: a neighborhood that is for everyone that everyone wants to  
01:15:43 --> 01:15:46: live in and has and can benefit.  
01:15:46 --> 01:15:48: From great access, better health.  
01:15:48 --> 01:15:51: The ability to to have a job and be able  
01:15:51 --> 01:15:54: to get to it and not sit in traffic for  
01:15:54 --> 01:15:58: an hour on our freeway to get to this place  
01:15:58 --> 01:16:02: that is already rich with community amenities and in places  
01:16:02 --> 01:16:04: that people want to be.  
01:16:06 --> 01:16:09: But let's say you ever think you'd like to add  
01:16:09 --> 01:16:10: to that.  
01:16:10 --> 01:16:13: You know, I think it's really interesting because as I  
01:16:13 --> 01:16:13: said,  
01:16:13 --> 01:16:18: we have two different completely different characters on  
either side  
01:16:18 --> 01:16:19: of I-35.  
01:16:19 --> 01:16:22: And for us, I think one of the big challenges  
01:16:22 --> 01:16:24: or opportunities is really preserving.  
01:16:24 --> 01:16:29: You know, we've Austins. It's under intense growth and

development

01:16:29 --> 01:16:30: pressure,

01:16:30 --> 01:16:33: and we haven't done a great job of preserving the

01:16:33 --> 01:16:35: things that we really care about.

01:16:35 --> 01:16:40: And, you know, I mean proactively preserving.

01:16:40 --> 01:16:43: An I think you know part of our opportunity with

01:16:43 --> 01:16:45: this project and really,

01:16:45 --> 01:16:48: the way we're looking about the Caps is it's not

01:16:48 --> 01:16:51: just about a park or cancel and it's about how

01:16:51 --> 01:16:53: do we begin to take sounds.

01:16:53 --> 01:16:54: A lot like you know,

01:16:54 --> 01:16:57: the way Keith is describing it.

01:16:57 --> 01:17:00: How do you take the things that we really want

01:17:00 --> 01:17:03: to preserve about this area and make sure to grow

01:17:03 --> 01:17:06: them an connect to them and really put those?

01:17:06 --> 01:17:10: Put the resources that are needed into them to make

01:17:10 --> 01:17:11: them thrive.

01:17:11 --> 01:17:14: So you know, I think that's maybe just a little

01:17:14 --> 01:17:17: different approach rather than just.

01:17:17 --> 01:17:19: You know, we have a clean piece of land.

01:17:19 --> 01:17:20: Let's build on it.

01:17:23 --> 01:17:25: You know, I think I know if I question got

01:17:25 --> 01:17:26: through last night,

01:17:26 --> 01:17:27: but I did ask if you had your.

01:17:30 --> 01:17:31: 1.

01:17:33 --> 01:17:35: Big rant today, would that be?

01:17:38 --> 01:17:40: Michael, can you repeat the question?

01:17:42 --> 01:17:45: Yeah, yeah can you hear me?

01:17:45 --> 01:17:46: Yes.

01:17:46 --> 01:17:50: Or my OK? So if there was one thing that

01:17:50 --> 01:17:52: me as the kind of.

01:17:52 --> 01:17:56: Stitch cap God can grant you today.

01:17:56 --> 01:17:57: What would that be?

01:18:01 --> 01:18:04: 450 million dollars.

01:18:04 --> 01:18:07: No problem.

01:18:07 --> 01:18:10: I'm gonna I'm gonna introduce you to my buddies over

01:18:10 --> 01:18:13: at Treasury yeah you know they've got you gotta pay

01:18:13 --> 01:18:16: the money back though you know yeah I mean,

01:18:16 --> 01:18:19: I I say that tongue in cheek obviously we need

01:18:19 --> 01:18:23: resources to implement but it also takes resources to do

01:18:23 --> 01:18:25: the work that we're doing.

01:18:25 --> 01:18:27: You know an and to have full time staff to

01:18:27 --> 01:18:30: go out and have these conversations.  
 01:18:30 --> 01:18:33: You know there are. We just represent three projects.  
 01:18:33 --> 01:18:37: They are community driven efforts like this throughout.  
 01:18:37 --> 01:18:41: Our entire country that are trying to find ways to  
 01:18:41 --> 01:18:46: get people interested to gain momentum and and sometimes  
 it  
 01:18:46 --> 01:18:50: the dollars add up even you know you want to  
 01:18:50 --> 01:18:54: be good engagement work and having the ability to have  
 01:18:54 --> 01:18:56: community conversations.  
 01:18:56 --> 01:18:59: But all the technical work you know,  
 01:18:59 --> 01:19:04: just the survey, just the topographic and Boundary survey to  
 01:19:04 --> 01:19:08: really understand from a physical perspective,  
 01:19:08 --> 01:19:11: can we span? This this area and what are the  
 01:19:11 --> 01:19:15: loads and the complexity of that is unfortunately what adds  
 01:19:15 --> 01:19:19: to project costs and makes things even harder to do.  
 01:19:19 --> 01:19:23: And we've evaluated that every way which Tord Sunday,  
 01:19:23 --> 01:19:25: right? Do we do we skinny it down?  
 01:19:25 --> 01:19:28: Do we do something? There's a project in Columbus,  
 01:19:28 --> 01:19:32: OH, that's like the pontevecchio of the freeway and it  
 01:19:32 --> 01:19:34: just has these liner buildings.  
 01:19:34 --> 01:19:38: And you know, is that one of our consultants uses  
 01:19:38 --> 01:19:39: this phrase?  
 01:19:39 --> 01:19:41: Is the juice worth the squeeze so?  
 01:19:41 --> 01:19:47: For us, I think those things are all intertwined.  
 01:19:47 --> 01:19:50: And I will probably send one of the things that  
 01:19:50 --> 01:19:53: I know that's happening and and it's not clear how  
 01:19:54 --> 01:19:55: that gets down to.  
 01:19:55 --> 01:19:59: You know, the car with the community and city level.  
 01:19:59 --> 01:20:05: That the Federal Reserve apparently will print money like  
 you.  
 01:20:05 --> 01:20:08: But but but, but no need to stop if they  
 01:20:08 --> 01:20:08: want to,  
 01:20:08 --> 01:20:12: but they have difficulty in trying to do it in  
 01:20:12 --> 01:20:13: a way that gets to places.  
 01:20:13 --> 01:20:17: I would say like your projects where you know 450  
 01:20:17 --> 01:20:21: million dollars or a half a billion dollars backed up  
 01:20:21 --> 01:20:23: by drone pilot company.  
 01:20:23 --> 01:20:24: That's not a lot of money.  
 01:20:24 --> 01:20:27: I mean they could do that in a heartbeat,  
 01:20:27 --> 01:20:29: but it's not connecting an.  
 01:20:29 --> 01:20:33: I'm wondering if you all are thinking about a strategy  
 01:20:33 --> 01:20:35: to get yourselves.  
 01:20:35 --> 01:20:38: Align with somebody who can get in front of that

01:20:38 --> 01:20:41: door with the Federal Reserve.

01:20:41 --> 01:20:44: You know, Michael, you you really hit on something that's

01:20:44 --> 01:20:45: important.

01:20:45 --> 01:20:48: I mean certainly have the land bridge proposition,

01:20:48 --> 01:20:52: but there are several things going on in the Twin

01:20:52 --> 01:20:55: Cities Metropolitan area that are at the attention of the

01:20:56 --> 01:20:57: Federal Reserve,

01:20:57 --> 01:21:00: and one of the initiatives is about how does the

01:21:00 --> 01:21:04: Federal Reserve help to guarantee or bring resources to the

01:21:04 --> 01:21:07: table as as a part of their investment if you

01:21:07 --> 01:21:10: will. So that conversation is happening and I am a

01:21:10 --> 01:21:11: part of it.

01:21:11 --> 01:21:15: Braintrust discussion around that with the Federal Reserve,

01:21:15 --> 01:21:17: again on many different projects,

01:21:17 --> 01:21:21: but I would echo Jennifer when it comes to just

01:21:21 --> 01:21:22: show me the money.

01:21:22 --> 01:21:25: You know when it's all said and done,

01:21:25 --> 01:21:27: because when I think about it,

01:21:27 --> 01:21:31: should I just put on my my small little nonprofit

01:21:31 --> 01:21:32: face?

01:21:32 --> 01:21:34: A little little nonprofit trying to do big things.

01:21:34 --> 01:21:37: This is more than about a bridge.

01:21:37 --> 01:21:41: But you know, we're project management organization

01:21:41 --> 01:21:43: without a social

01:21:43 --> 01:21:45: service for them.

01:21:45 --> 01:21:48: And it requires a different type of skill set to

01:21:48 --> 01:21:50: kind of move something like this in in in a

01:21:50 --> 01:21:53: way that really brings about the outcomes.

01:21:53 --> 01:21:56: So it's about resourcing and we've got some good partners.

01:21:56 --> 01:21:59: You know, men Dot was a part of the feasibility

01:21:59 --> 01:22:00: study contribution so that we get an understanding that this

01:22:00 --> 01:22:03: is feasible.

01:22:03 --> 01:22:06: Certainly the city of Saint Paul has provided resources to

01:22:06 --> 01:22:08: our organization and a couple of different ways as well.

01:22:08 --> 01:22:11: We rely heavily on philanthropy.

01:22:11 --> 01:22:14: I as a community building proposition,

01:22:14 --> 01:22:15: which is really helpful. But I'm beginning to learn more

01:22:15 --> 01:22:18: and more.

01:22:18 --> 01:22:21: I've taken on this leadership role since May of last

01:22:21 --> 01:22:23: year here.

01:22:23 --> 01:22:26: I am a year in a couple of months in

01:22:26 --> 01:22:29: and I'm realizing that resources are very,



01:22:23 --> 01:22:26: very much needed or at least expertise that we can  
01:22:26 --> 01:22:30: organize around this so if you could snap your finger  
01:22:30 --> 01:22:30: wave.  
01:22:30 --> 01:22:31: The Magic One I'd say,  
01:22:31 --> 01:22:34: not only. Show me the money but show me the  
01:22:34 --> 01:22:35: technical expertise.  
01:22:35 --> 01:22:40: We began to organize that but there's still always always  
01:22:40 --> 01:22:42: more that's necessary.  
01:22:42 --> 01:22:45: You know it's always been one of my philosophies and  
01:22:45 --> 01:22:45: you know,  
01:22:45 --> 01:22:48: kind of being in the same space that you are  
01:22:48 --> 01:22:50: small organization that wants to dream.  
01:22:50 --> 01:22:52: Big you know, 'cause If you dream big if you  
01:22:52 --> 01:22:53: get halfway there.  
01:22:53 --> 01:22:56: That's still a win, you know that kind of thing.  
01:22:56 --> 01:22:59: But I always believe if you do not ask,  
01:22:59 --> 01:23:03: you guaranteed not to get absolutely so you know how  
01:23:03 --> 01:23:04: outlandishly asked.  
01:23:04 --> 01:23:07: Might be you might as well put it out there.  
01:23:07 --> 01:23:10: And you know, maybe you'll get closer to a well  
01:23:10 --> 01:23:14: beyond what you thought was possible by being almost  
outlandish.  
01:23:19 --> 01:23:23: Any other things that anybody on the panel would think  
01:23:23 --> 01:23:26: that's important for somebody who's now gotten the bug?  
01:23:26 --> 01:23:31: Oh, you know, we've got a freeway we've got.  
01:23:31 --> 01:23:34: And neighborhood that is probably felt they've been done  
wrong.  
01:23:34 --> 01:23:35: We didn't even know you could do this.  
01:23:35 --> 01:23:38: Well, how would you suggest that they think about starting?  
01:23:38 --> 01:23:41: What would be the most important first step to take?  
01:23:44 --> 01:23:46: Wow, it's an important question again.  
01:23:46 --> 01:23:49: Chicken egg kind of scenario.  
01:23:49 --> 01:23:53: I would argue, organize the community first.  
01:23:53 --> 01:23:56: So the Community has ownership in it,  
01:23:56 --> 01:23:59: right from the jump, so it doesn't felt like it's  
01:23:59 --> 01:24:00: done too.  
01:24:00 --> 01:24:04: Then it's about the invitation to others that maybe represent  
01:24:04 --> 01:24:06: a variety of organizations.  
01:24:06 --> 01:24:10: But you know, in most things we all know in  
01:24:10 --> 01:24:13: peoples comp plans in the 2040 plans that exist for  
01:24:13 --> 01:24:14: NPO's,  
01:24:14 --> 01:24:17: there's already some articulation of something.  
01:24:17 --> 01:24:19: OK, that's tide to community,

01:24:19 --> 01:24:23: and so being able to kind of build that is  
01:24:23 --> 01:24:23: very very.  
01:24:23 --> 01:24:26: Important and I'm just going to say this.  
01:24:26 --> 01:24:28: I had a friend of mine that I grew up  
01:24:28 --> 01:24:30: with in my hometown of Duluth,  
01:24:30 --> 01:24:33: Minnesota, farther North and one of the things that he  
01:24:33 --> 01:24:36: had shared with me is when he gets an opportunity  
01:24:36 --> 01:24:38: to write off in the sunset.  
01:24:38 --> 01:24:41: What's the what? What what does he want to kind  
01:24:41 --> 01:24:44: of leave in the proposition and he says well first  
01:24:44 --> 01:24:46: of all he wants to work on something very,  
01:24:46 --> 01:24:49: very complex so if you were kind of person that  
01:24:49 --> 01:24:51: want to work with on something that's very,  
01:24:51 --> 01:24:55: very complex, then you should step up to the table.  
01:24:55 --> 01:24:57: The second thing was he wants to do something that  
01:24:57 --> 01:25:00: matters that has impact and some sustainability to it.  
01:25:00 --> 01:25:04: So these kinds of things can create extraordinary impact and  
01:25:04 --> 01:25:04: have meaning.  
01:25:04 --> 01:25:07: And then the final thing is really try to organize  
01:25:07 --> 01:25:08: yourself.  
01:25:08 --> 01:25:11: No different than my colleagues here in Jennifer or Melissa  
01:25:11 --> 01:25:14: or ULI and others within the community.  
01:25:14 --> 01:25:17: It's really about the partnership that you build and if  
01:25:17 --> 01:25:19: you can put together a group of people that you  
01:25:19 --> 01:25:22: like to work with that are also passionate about what  
01:25:22 --> 01:25:25: you're doing. And I would suggest there is no.  
01:25:25 --> 01:25:27: Our proposition that's too big,  
01:25:27 --> 01:25:29: but there certainly is work.  
01:25:29 --> 01:25:33: And identifying where those allies are and where those  
01:25:33 --> 01:25:33: supporters  
01:25:33 --> 01:25:36: are.  
01:25:36 --> 01:25:36: And I'm just fortunate to know that I've got colleagues  
01:25:36 --> 01:25:37: and deoti.  
01:25:37 --> 01:25:39: I've got folks that I've worked with.  
01:25:39 --> 01:25:42: Certainly in the city level in the County level,  
01:25:42 --> 01:25:45: and MPL, and so it makes it a bit easier  
01:25:45 --> 01:25:45: for me,  
01:25:45 --> 01:25:49: but I would encourage to leverage those relations that  
01:25:49 --> 01:25:51: relationship  
01:25:49 --> 01:25:51: equity anyway possible as you dream.  
01:25:54 --> 01:25:57: And I would add is as you organized.  
01:25:57 --> 01:26:00: You know things, quote unquote,

01:26:00 --> 01:26:04: get done differently and in different cities,  
01:26:04 --> 01:26:08: and so the look around and see who can successfully  
01:26:08 --> 01:26:10: garner political support,  
01:26:10 --> 01:26:15: who those champions are that can elevate that vision and  
01:26:15 --> 01:26:20: help a community take it to the next level and  
01:26:20 --> 01:26:22: understand their interests,  
01:26:22 --> 01:26:26: their willingness. Understand the story.  
01:26:26 --> 01:26:29: How does it you know what is the value proposition  
01:26:29 --> 01:26:32: and how can that appeal to the broader community?  
01:26:32 --> 01:26:35: You need consensus on the benefits.  
01:26:35 --> 01:26:39: Maybe not that a project of this complexity can provide  
01:26:39 --> 01:26:41: different things to different people.  
01:26:41 --> 01:26:45: It may not all be exactly the same thing.  
01:26:45 --> 01:26:49: For different groups that need to be at the table  
01:26:49 --> 01:26:51: to get it done.  
01:26:51 --> 01:26:54: And I wanted to jump jump in here really quickly  
01:26:54 --> 01:26:56: and say I just want to say thank you so  
01:26:56 --> 01:26:59: much to our panelists into our moderator for this lively  
01:26:59 --> 01:27:03: discussion. We will have it posted on utilized Knowledge  
Finder  
01:27:03 --> 01:27:06: website in the coming days and will reach out just  
01:27:06 --> 01:27:09: to let you know that it's been posted an finalized  
01:27:09 --> 01:27:11: and just want to say thank you so much to  
01:27:11 --> 01:27:15: everyone for joining and really look forward to hearing from  
01:27:15 --> 01:27:16: you all soon.

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