

HEALTHY HOUSING FOR ALL

ULI Housing Opportunity Conference
February 5, 2019

Steve PonTell (*moderator*)
President & CEO
National Community Renaissance

Joanna Frank
President & CEO
Center for Active Design

Kelly Boyer
Managing Director
Rose Community Capital, Jonathan Rose Companies

Carol Naughton
President
Purpose Built Communities

Steve PonTell (*moderator*)

President & CEO
National Community Renaissance

Joanna Frank

President & CEO
Center for Active Design

Healthy Housing Programs and Features





PLEASE JOIN US!

Small Group Discussions about Housing, Health & Social Equity

Wednesday, February 6

7:00 A.M. – 8:00 A.M.

Plaza Arbor

Over breakfast, join conference attendees to share your insights on how health and social equity considerations are shaping affordable and market-rate housing projects.

Kelly Boyer

Managing Director
Rose Community Capital, Jonathan Rose Companies

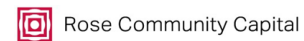
Healthy Home Underwriting

Kelly Boyer, Managing Director

Kboyer@rosecompanies.com

626-664-5436 (c)

310-321-7652



Are there funding sources?

- Fannie Mae Healthy Housing Rewards Program

Overlapping Goals:

- Green Retrofit/MIP Financing
 - Freddie Mac
 - HUD

Energy/Healthy Home Underwriting

- Reabs: Establish Baseline
- Energy Star Portfolio Manager/Fitwell Scorecard
 - Need data; lots of data/monthly data entry
 - Contact utility providers
 - Amenity/Design Verification
 - Amend leases/Energy collection addendum
 - Data collection plan



Rose Community Capital

Carol Naughton

President
Purpose Built Communities



Purpose Built Communities

Healthy Housing, Healthy
Neighborhoods, Healthy People

ULI

Newport Beach, California

February 5, 2019

Carol R. Naughton
President

Where you live determines your life outcomes

Life outcomes vary drastically between neighborhoods less than 2 miles apart.



1. Lower projected lifetime earnings
2. Shorter average life expectancy
3. Higher rates of chronic disease



The Purpose Built Communities Model



- Turn a distressed neighborhood into a healthy one
- Attract public and private investment into a targeted geography.
- Build high-quality mixed-income housing
- Create an integrated, seamless A+ education pipeline
- Introduce community wellness programs and facilities tailored to the neighborhood
- A community quarterback organization focuses on execution, excellence and sustainability

Leaders are disrupting poverty in neighborhoods across the country

Atlanta (East Lake), GA

Atlanta (Grove Park), GA

Birmingham, AL

Cleveland (Glenville), OH

Cleveland (Buckeye), OH

Charlotte, NC

Columbus, OH

Fort Worth, TX

Grand Rapids, MI


Houston, TX



 Network Member

 Prospective Network Member

 State With Purpose Built Activity

 State Without Purpose Built Activity

Indianapolis, IN

Kansas City, MO

New Orleans, LA

Omaha, NE

Orlando, FL

Raleigh, NC

Rome, GA

Spartanburg, SC

Tulsa, OK

Wilmington, DE

West Palm Beach, FL

