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
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

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Are there funding sources?

• Fannie Mae Healthy Housing Rewards Program

Overlapping Goals:
• Green Retrofit/MIP Financing
  • Freddie Mac
  • HUD
Energy/Healthy Home Underwriting

- Rehabs: 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
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 (Groove Park), GA
Birmingham, AL
Cleveland (Glenville), OH
Cleveland (Buckeye), OH
Charlotte, NC
Columbus, OH
Fort Worth, TX
Grand Rapids, MI
Houston, TX

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