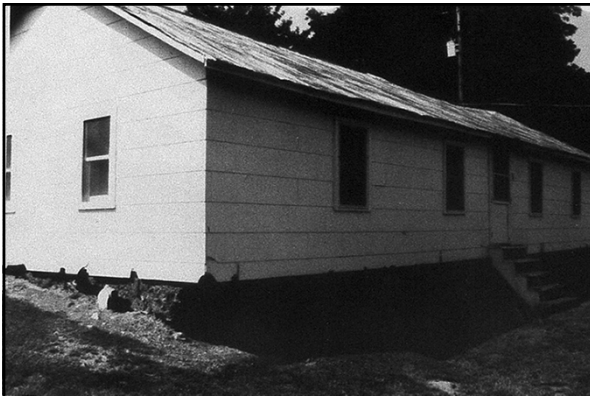


PUBLIC INTEREST DESIGN

 DESIGN CORPS

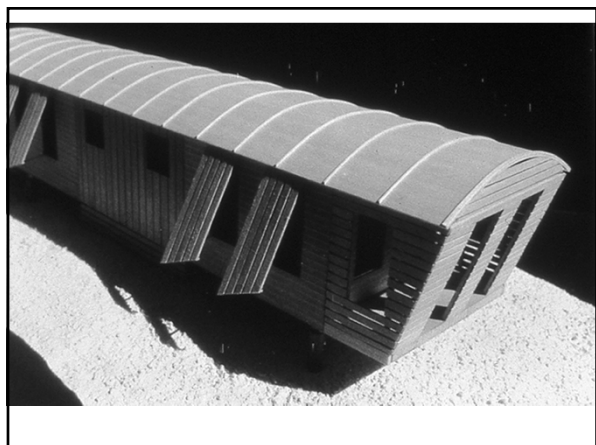
AIA HOUSING KNOWLEDGE COMMUNITY WEBINAR

10.21.2013













FEDERAL SUBSIDY AVAILABLE FOR 50% OF CONSTRUCTION COSTS

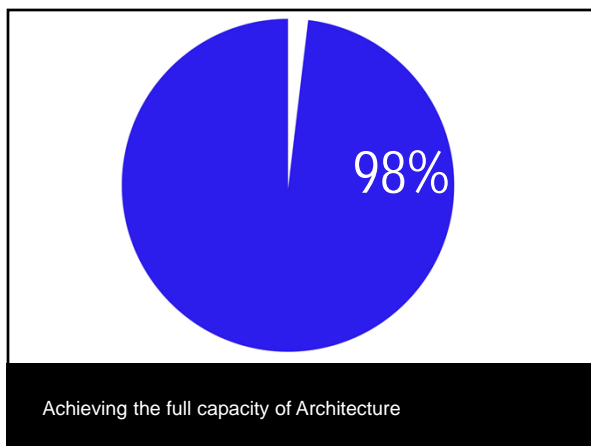
FARMWORKER-SPECIFIC PREFABRICATED HOUSING UNIT
HIGHEST QUALITY AT LOWEST COST
 pre-designed _ pre-approved _ pre-priced

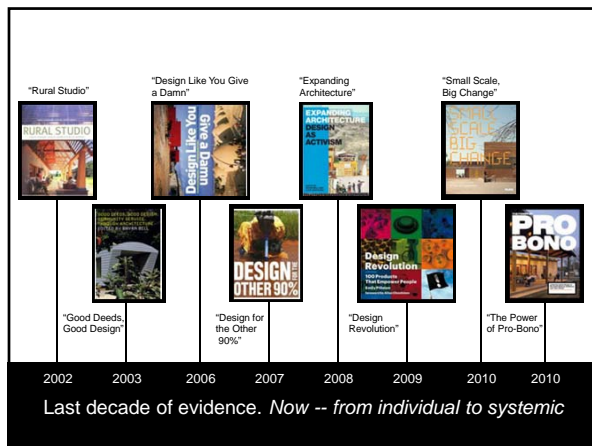
HOUSING UNIT FEATURES AND ADVANTAGES:
Size
 8'11" x 16' (FWSB) 2 bedroom modular unit suitable for five workers or a single family
Code
 meets and exceeds HUD manufactured code
Energy Efficiency for Low Operating Costs
 -low-energy windows
 -adjustable windows for passive cross ventilation and energy savings
 -insulated with R-30 in ceilings and R-19 in walls to reduce heating costs
 -"tight" roof - "thermal Energy Efficiency Rating" air conditioning
 -"tight" barrier in wall construction to prevent heat gain

Low-Maintenance while Maintaining High Quality Standard
 -galvalume exterior siding (no painting required 20 year warranty)
 -large metal-pane "EPDM" roofing with greater resistance than typical fiberglass shingles
 -sliding shutters for storm protection and off-season security
 -steel exterior doors for security and solid core wood interior doors for durability
 -waterproof tongue-and-groove plywood sub floor for extra protection of floor structure
 -flexible reinforced wall panel surfaces (durable/easy to clean)
 -only the superior so called sheet can be replaced furniture
 -gives more top self cleaning over and maintenance-free

Hurricane Resistance
 -hurricane resistant design (130mph exposure "B") upgrade available for higher wind locations
 -2x4 exterior wall studs (compared to typical 2x4 construction)
 -2x4 floor joists (compared to typical 2x4 and 2x6 construction)
 -all framing equipped with steel corner plates to resist hurricane forces and uplift
Other Design Features
 -2" P.I.P. siding to reduce electrocution during maximum occupancy
 -emergency windows (increased natural light and air circulation)
 -design aesthetic that fits with current trends in high-end prefabricated architectural design while maintaining affordability

© 2008/09/10/11/12



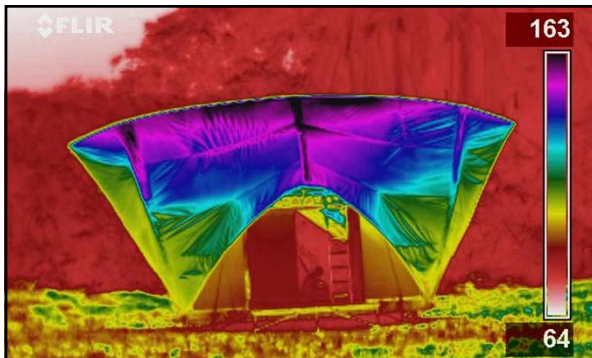




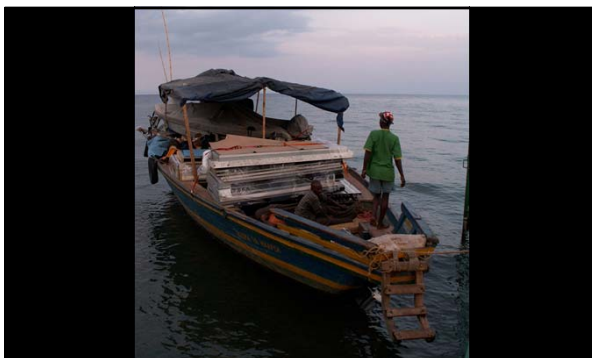




Design issues: Wildlife preservation and tourism
Mahle Mountains National Park, Tanzania



PLUG Laboratory by N. King, M. Lutz, D. Clark, T. Kaur



Creativity required: High tech and low tech



Design issue: Jaundice
60% of newborns, 6-10% of infant deaths, 5.7 untreated in Asia

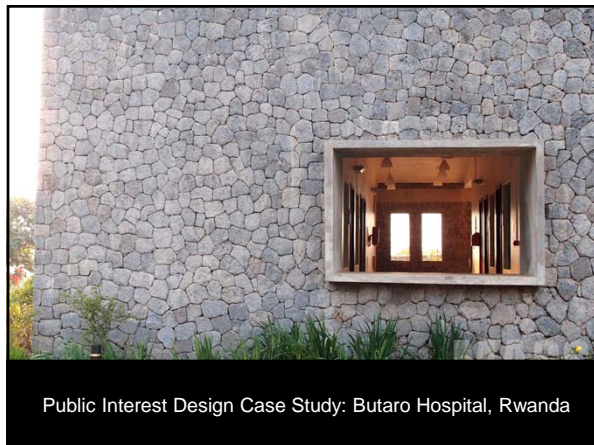


Design That Matter
The Firefly Phototherapy Unit



Requisites of Public Interest Design: Inclusion and participation
Teams made of *stakeholders* provides diverse expertise









Public Interest Design Case Study: Butaro Hospital, Rwanda



Public Interest Design Case Study: Butaro Hospital, Rwanda



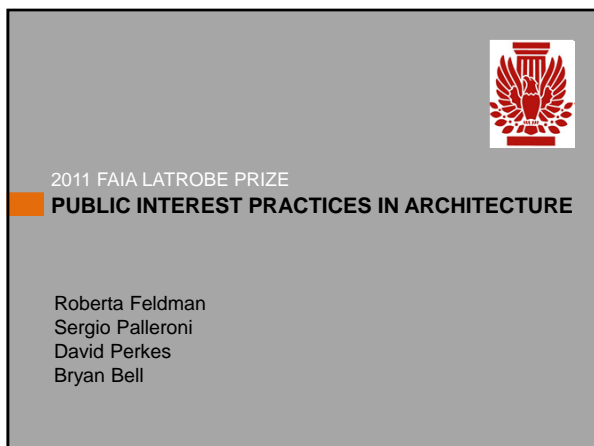
Public Interest Design Case Study: Butaro Hospital, Rwanda



Public Interest Design Case Study: Butaro Hospital, Rwanda



SEED Case Study: Butaro Hospital, Rwanda



2011 Latrobe Prize Call for Proposals

"The 2011 Latrobe Prize jury seeks research that will help us understand and deal with the dramatic social, economic, environmental, and technological changes that have occurred in the wake of the Great Recession.

"Many of the assumptions that have long guided the field of architecture no longer seem relevant to the challenges we now face not only as a profession and discipline, but as a civilization. Nor can we assume that the practices that have guided architectural practice in the 20th century will serve us in the 21st."

2011 Latrobe Prize: Public Interest Practices in Architecture

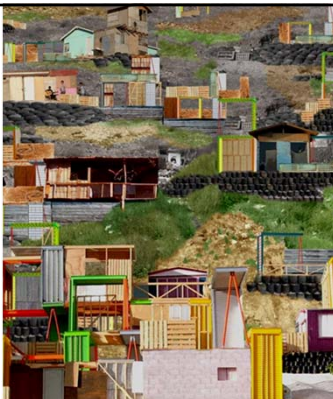
WISDOM FROM THE FIELD: PUBLIC INTEREST ARCHITECTURE IN PRACTICE

A Guide to Public Interest Practices in Architecture

Adriana M. Fajardo
Sergio Fajardo
David Fajardo
Brian Bell

2011 Latrobe Prize: www.aiaa.org/press/releases/AIAB099588

PID firms operate at a range of scales and broad spectrum of design and planning -- from longstanding underserved communities and unmet needs to humanitarian crisis -- addressing a range of issues from those of individual clients to that of entire geographic regions.



2011 Latrobe Prize: Public Interest Practices in Architecture

Estudio Teddy Cruz
US/Mexico Border

Expanding upon conventional business models

1. For profit firms with public interest initiatives
2. Non-profit practices
3. University programs
4. Foundation initiatives
5. Government positions and programs
6. Development
7. Hybrids

2011 Latrobe Prize: Public Interest Practices in Architecture

40 Examples – 9 Strategies

1. Expanding roles and services
2. Initiating projects
3. Community engagement
4. Advocacy
5. Working in/for the public policy arena
6. Research
7. Finding financial resources
8. Education
9. Integrating social agenda and design quality

2011 Latrobe Prize: Public Interest Practices in Architecture

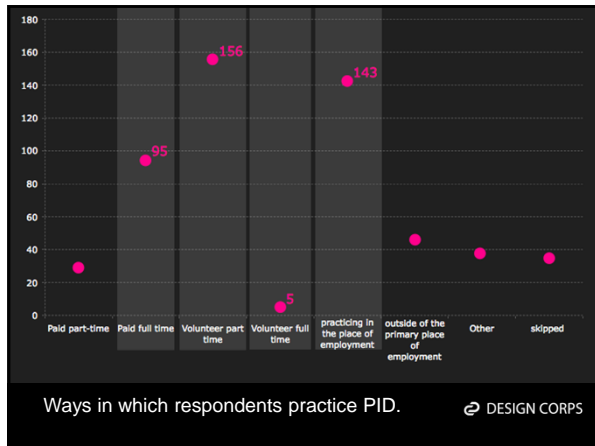
From Latrobe Conclusions:

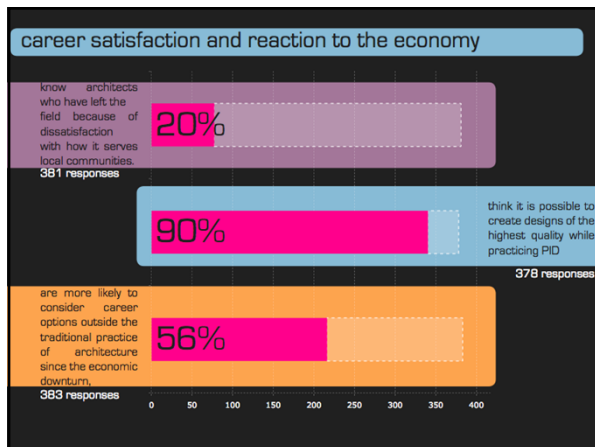
Public interest practices are broader and more interdisciplinary than the current prescribed model of practice. They have had to be more innovative in their protocols, procedures, economic models, and relationships to make their practices possible.

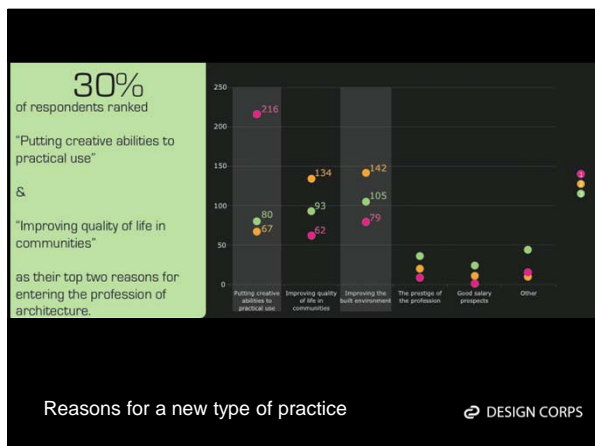
Public interest practice strategies are more synergetic, flexible, and economically resilient than we had even imagined.

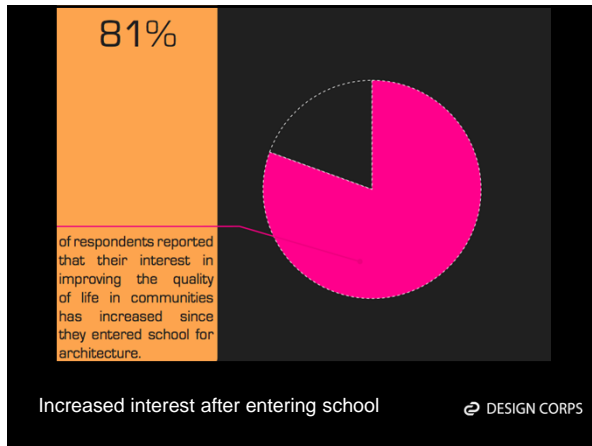
Public interest design practices may represent a future trend of architectural practice in general in the US as we adapt to a changed concept of client and changing economic conditions.

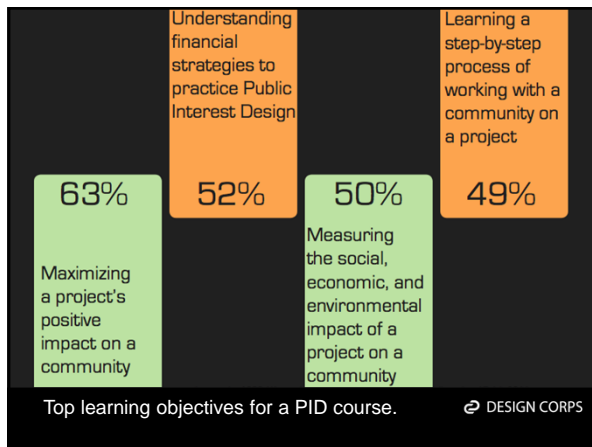
2011 Latrobe Prize: Public Interest Practices in Architecture

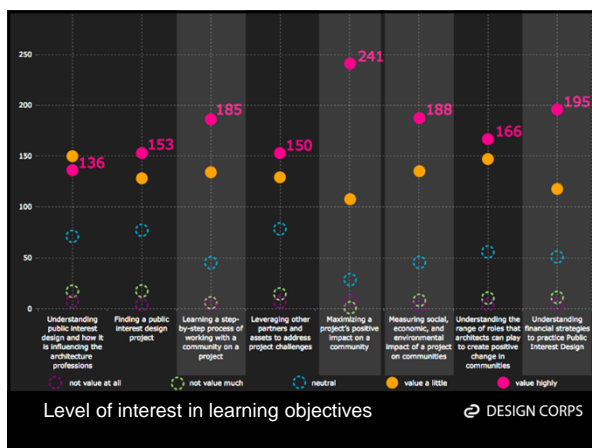


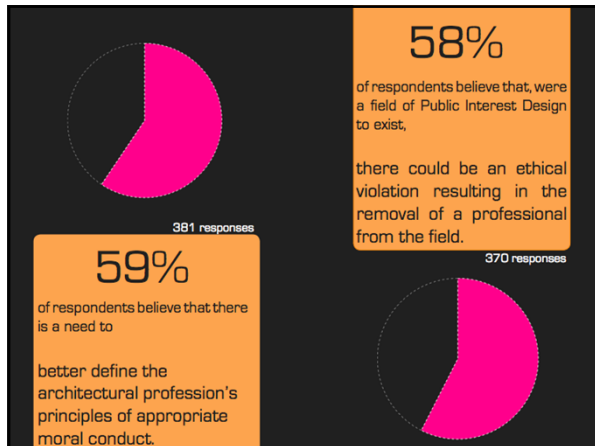


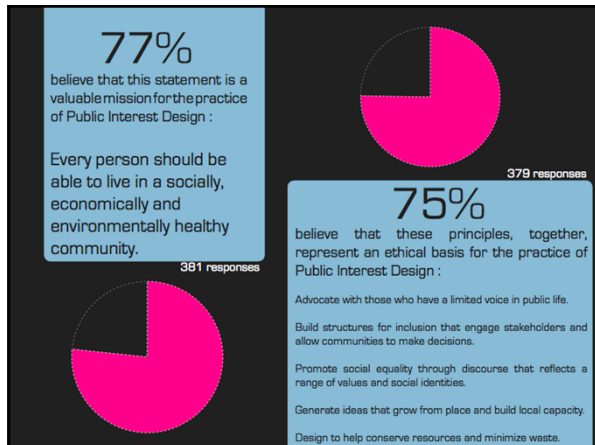












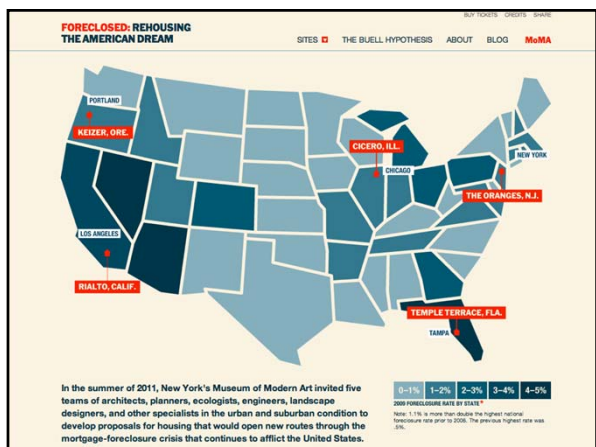
HOW DO WE MOVE FORWARD?

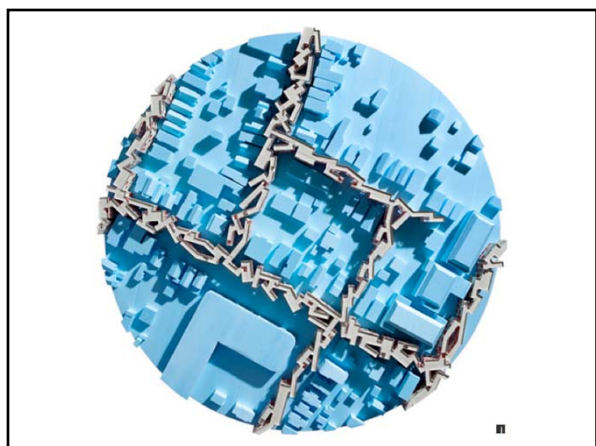
What needs to be done to make public interest design a greater opportunity in architectural practice?

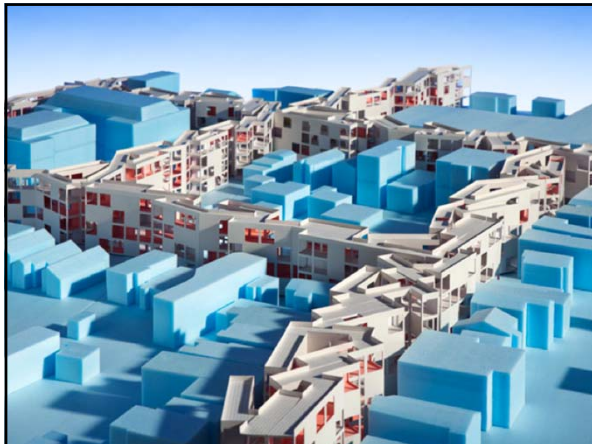
The mission of Public Interest Design is that every person should be able to live in a socially, economically and environmentally healthy community.

Continued Activism and Professional Standards



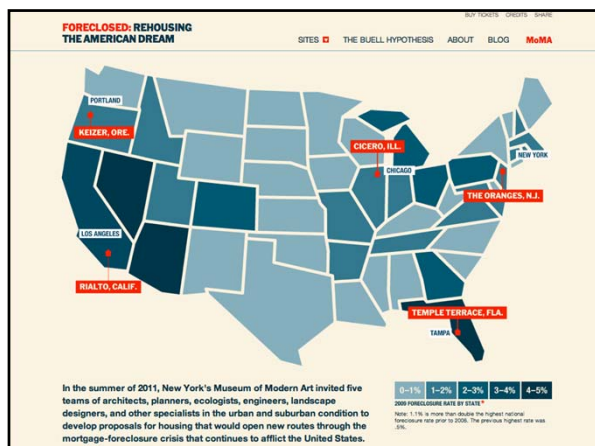








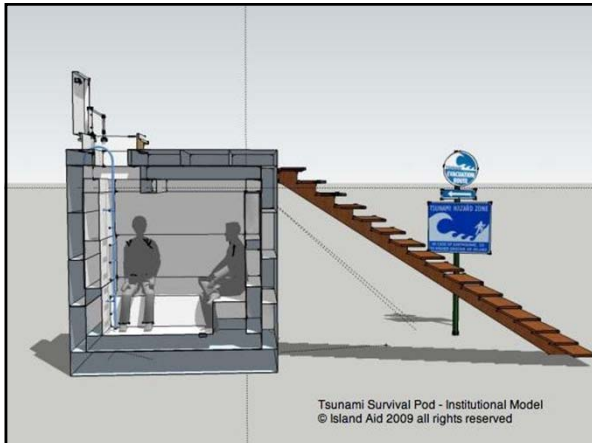














Bancroft School Project BNIM
Location: Manheim Park Neighborhood, Kansas City, Missouri

SOCIAL

- Preserve historic school through renovation and restoration therefore restoring “historic fabric”
- Provide health initiatives: cooking classes, health services, outdoor spaces & a fitness center
- Make a safer environment through more “eyes on the street”
- Build community spaces to provide flexible space for: job training programs, entrepreneurship programs, as well as computer literacy programs

ECONOMIC

- Provide affordable housing for 104 people
- Spur redevelopment in area of disinvestment
- Increase property values

ENVIRONMENTAL

- Create green space including gardens, playground, and public gathering spaces
- Re-use site storm water
- Educate using greenhouse about nutrition and local food sourcing
- Have access to public transit
- Utilize LEED platinum guidelines (pending funding)

Bancroft School Project

Location: Manheim Park Neighborhood, Kansas City, Missouri



Bancroft School Project BNIM

Location: Manheim Park Neighborhood, Kansas City, Missouri



Bancroft School Project BNIM

Location: Manheim Park Neighborhood, Kansas City, Missouri







Founded in 2005 through support of Loeb Fellowship

"We need something like LEED that includes social and economic issues."

2000+ Members

Administered by Design Corps, a 501-c-3 organization

1. Network 2. Design Process 3. Evaluation Standard

SEED Evaluator 3.0

Three Phases with Reviews

Every person should be able to live in a socially economically and environmentally healthy community.

SEED Mission

Every person should be able to live in a socially economically and environmentally healthy community.

Design has an important role in achieving this mission.

SEED Mission

SEED Principle 1: Advocate with those who have a limited voice in public life.

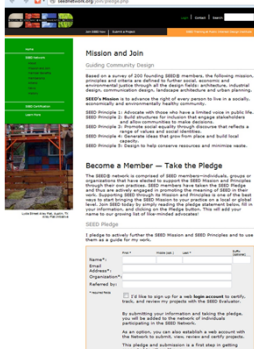
SEED Principle 2: Build structures for inclusion that engage stakeholders and allow communities to make decisions.

SEED Principle 3: Promote social equality through discourse that reflects a range of values and social identities.

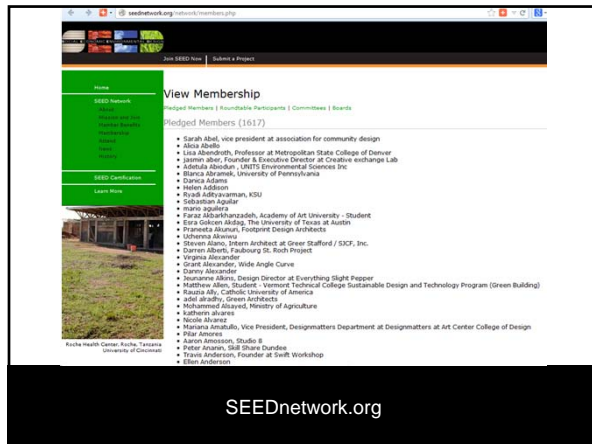
SEED Principle 4: Generate ideas that grow from place and build local capacity.

SEED Principle 5: Design to help conserve resources and minimize waste.

SEED Principles



SEEDnetwork.org



Growing number of diverse stakeholders

- Designers
- The Public
- Professional Associations
- NGO's and Community Associations
- Higher Education
- Funders
- Media
- Governmental bodies

SEED Stakeholders

Growing number of diverse stakeholders

77% of AIA Members believed that this statement is a valuable mission for the practice of Public Interest Design.

75% of AIA Members believe that these principles together represent an ethical basis for the practice of Public Interest Design.

AIA Latrobe Prize Research

How do we make SEED Mission and Principles Actionable?

An evaluation tool that is:

- Transparent – Informed Consent

SEED Evaluator 3.0

How do we make SEED Mission and Principles Actionable?

An evaluation tool that is:

- Transparent – Informed Consent
- Accountable – Results Driven

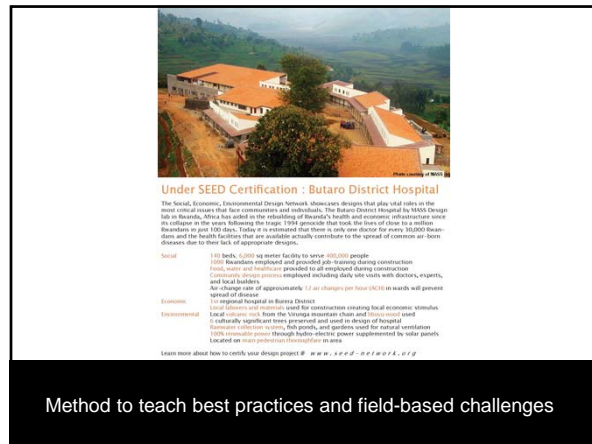
SEED Evaluator 3.0

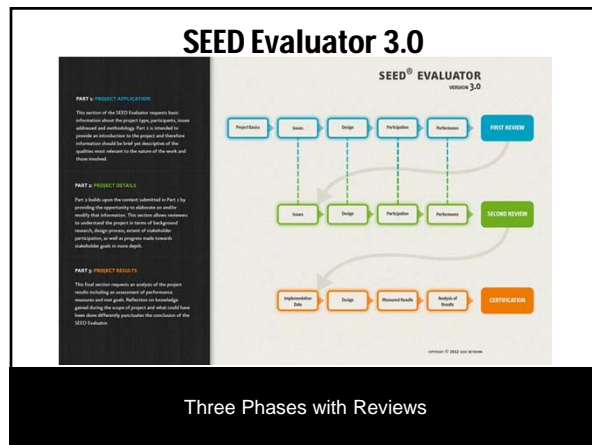
How do we make SEED Mission and Principles Actionable?

An evaluation tool that is:

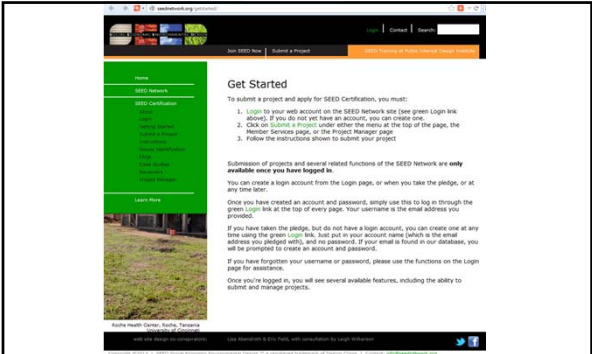
- Transparent – Informed Consent
- Accountable – Results Driven
- Inclusive – Public Participation

SEED Evaluator 3.0





1. Applicant Information
2. Community Description
3. Project Description
4. Issues, Challenges, Goals for Social, Economic, Environmental Design
5. Community Participation
6. Benchmarks
7. Programming
8. Performance Measures
9. Results



Get Started

To submit a project and apply for SEED Certification, you must:

1. Log in to your web account on the SEED Network site (see green Log in link above). If you do not yet have an account, you can create one.
2. Click on Submit a Project under the menu at the top of the page, the Member Services page, or the Project Manager page.
3. Follow the instructions shown to submit your project.

Submission of projects and several related functions of the SEED Network are **only available once you have logged in**.

You can create a login account from the Log in page, or when you take the pledge, or at any time later.

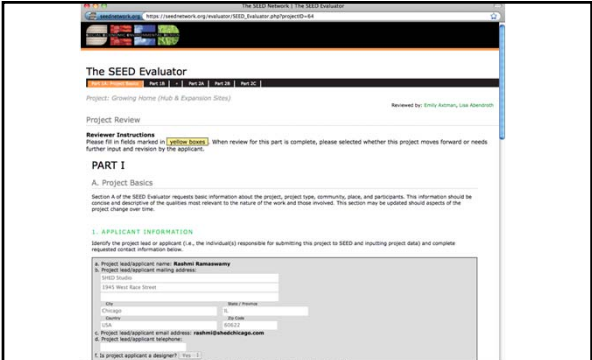
Once you have created an account and password, simply use this to log in through the green Log in link at the top of every page. Your username is the email address you provided.

If you have taken the pledge, but do not have a login account, you can create one at any time using the green Log in link, just put in your account name (which is the email address you provided) and its password. If your email is found in our database, you will be prompted to create an account and password.

If you have forgotten your username or password, please use the functions on the Log in page for assistance.

Once you're logged in, you will see several available features, including the ability to submit and manage projects.

Free Application at SEEDnetwork.org



The SEED Evaluator

Project: Growing Home (Hub & Expansion Sites)

Reviewed by: Emily Adams, LISA, LISA@SEEDNET.ORG

Project Review

Reviewer Instructions
Please fill in fields marked with yellow boxes. When review for this part is complete, please selected whether this project moves forward or needs further input and revision by the applicant.

PART I

A. Project Basics

Section A of the SEED Evaluator requests basic information about the project, project team, community, place, and participants. This information should be provided and description of the questions must respond to the nature of the work and those involved. This section may be updated about aspects of the project change over time.

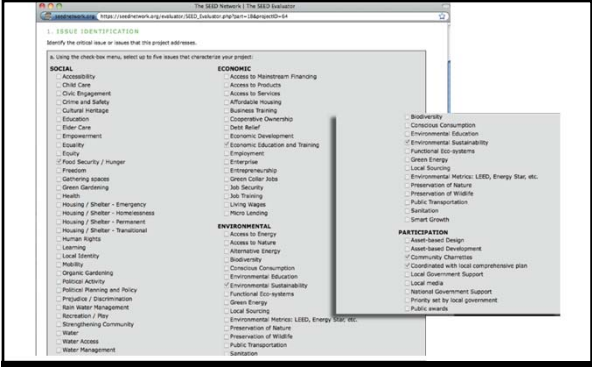
1. APPLICANT INFORMATION
Identify the project lead or applicant (i.e., the individual(s) responsible for submitting this project to SEED and routing project data) and complete necessary contact information below.

A. Project lead applicant name: Rashmi Ramaswamy

B. Project lead applicant email address:
[Email Address Field]

C. Project lead applicant telephone number:
[Phone Number Field]

D. Is project applicant a designer? Yes



1. ISSUE IDENTIFICATION
Identify the critical issue or issues that this project addresses.

A. Using the check box menu, select up to five issues that characterize your project.

SOCIAL

- Accessibility
- Child Care
- Civic Engagement
- Crime and Safety
- Cultural Heritage
- Education
- Elder Care
- Employment
- Equality
- Food Security / Hunger
- Freedom
- Gathering spaces
- Green Gardening
- Health
- Housing / Shelter - Emergency
- Housing / Shelter - Homelessness
- Housing / Shelter - Permanent
- Housing / Shelter - Transitional
- Human Rights
- Learning
- Local Identity
- Organic Gardening
- Political Activity
- Public Planning and Policy
- Proximity / Discrimination
- Run Water Management
- Recreation / Play
- Strengthening Community
- Water Access
- Water Management

ECONOMIC

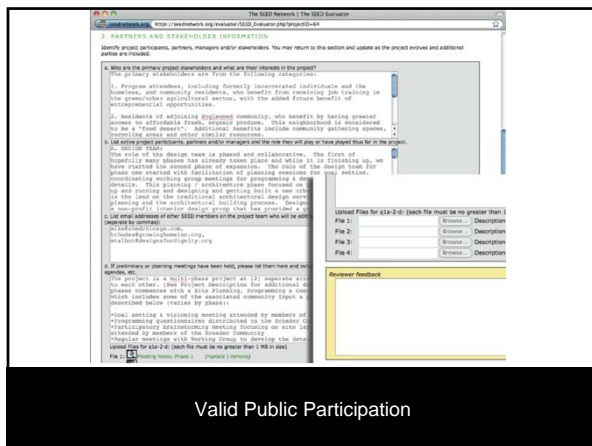
- Access to Mainstream Financing
- Access to Nature
- Access to Services
- Affordable Housing
- Business Training
- Cooperative Ownership
- Debt Relief
- Economic Development
- Economic Education and Training
- Employment
- Enterprise
- Entrepreneurship
- Green Color Jobs
- Job Security
- Job Training
- Living Wages
- Work Learning

ENVIRONMENTAL

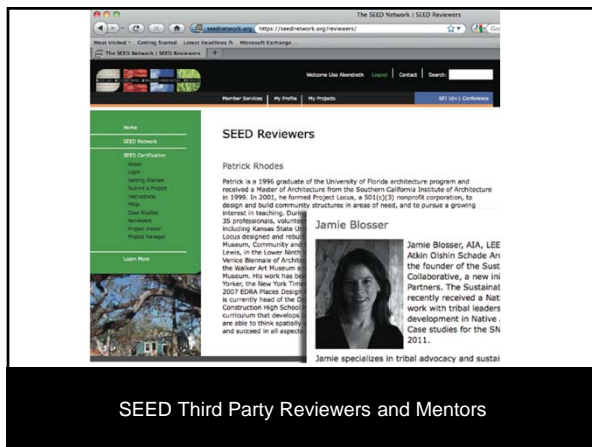
- Access to Energy
- Access to Nature
- Alternative Energy
- Biodiversity
- Conscious Consumption
- Environmental Education
- Environmental Sustainability
- Functional Eco-systems
- Green Energy
- Local Sourcing
- Environmental Metrics: LEED, Energy Star, etc.
- Preservation of Nature
- Preservation of Wildlife
- Public Transportation
- Sanitation

PARTICIPATION

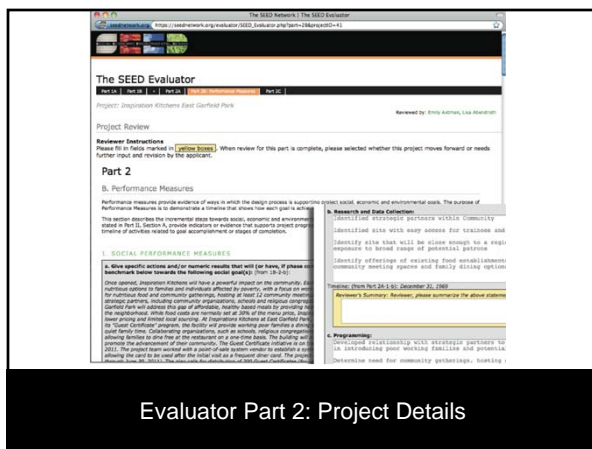
- Asset-based Design
- Asset-based Development
- Community Charters
- Coordinated with local comprehensive plan
- Local Government Support
- Local media
- National Government Support
- Priority set by local government
- Public awards



Valid Public Participation



SEED Third Party Reviewers and Mentors



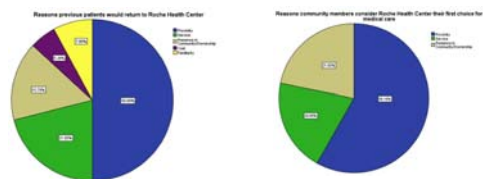
Evaluator Part 2: Project Details

AUGUST 2011

Evaluation Description

For the 30 families surveyed who have a member that have been treated at Roche Health Center, there are strong reasons to return for future treatment. For those 50 families that have not been to Roche Health Center, there are similar reasons to use Roche Health Center as the first choice in medical care.

Those interviewed cited proximity, good service, and a strong ownership of the health center as the main reasons to use Roche Health Center.

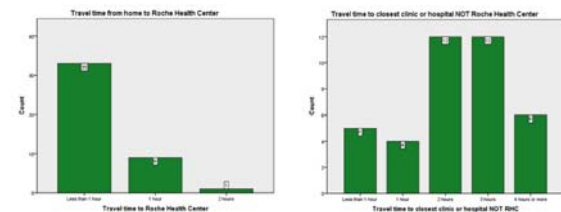


Roche Health Center, Roche Tanzania
University of Cincinnati

AUGUST 2011

Evaluation Description

Most of those surveyed who have been treated at Roche Health Center traveled less than an hour for their appointment. Before the building of Roche Health Center, these patients would generally have to travel much longer to get to the closest clinic or hospital. The mean travel time to RHC was approximately 16 minutes, whereas the mean travel time to another clinic or hospital was over two hours!



Community determined positive impact
Clear goals = clear indicators of success

AUGUST 2011

Evaluation Description

In a little more than four months of operation, Roche Health Center has been able to do some amazing things and has made a difference in the lives of many people in the surrounding region.

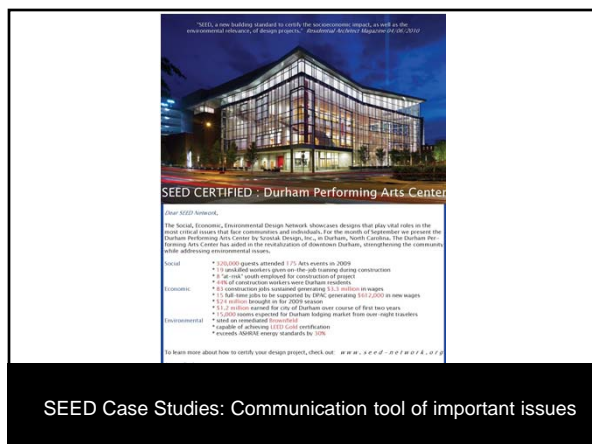
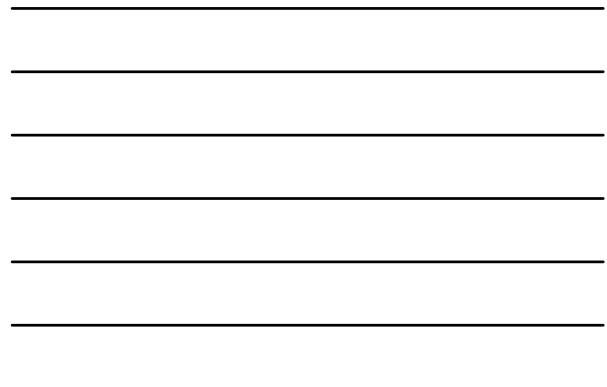
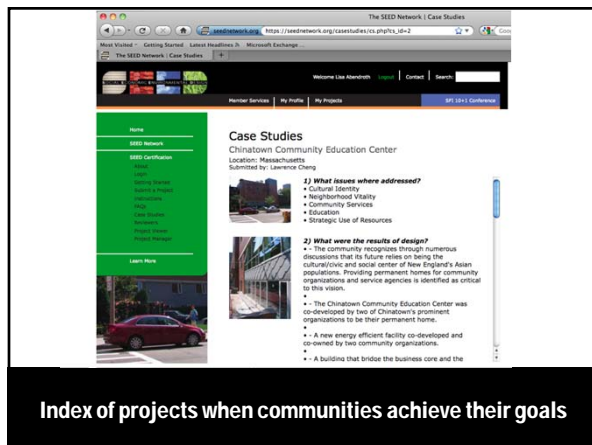
From 4/1/11 to 08/12/11, Roche Health Center (RHC) by the numbers:

- 274 – Patients seen by RHC's doctors, nurses, and nurse assistant
- 159 – Villagers of Roche who have received medical care from RHC
- 152 – Children vaccinated against Polio, Diphtheria, BCG, and/or Measles
- 94 – Villagers of communities near Roche
- 69 – Patients treated for malaria
- 41 – HIV and Syphilis tests administered
- 39 – Clinics held on Tuesdays and Fridays giving vaccines and educating mothers on how to raise a healthy child
- 24 – Women seen for antenatal tetanus vaccines



Roche Health Center has attracted those in need of medical attention from all over the district and even from Kenya!

Case Studies: Concise results giving accountability






SZOSTAK

414,056 total attendance
68 Sellouts

DPAC Sets Attendance Record



Radio City Music Hall, NY	5,933 Capacity
Coliseum Theater at Caesar's Palace Los Vegas, NV	4,100 Capacity
Fox Theater, Atlanta, GA	4,675 Capacity
DPAC Durham, NC	2,712 Capacity

SEED Case Study: Durham Performing Arts Center

DPAC Economic Impact: 100 shows

- **\$6.1 million in local direct spending** is projected to generate from visiting performers and crew, out-of-town theater patrons, and locals induced to spend locally.
- **15 full-time-equivalent jobs** will be supported by the new performing arts center generating \$612,000 in new wages and salaries.
- **An estimated \$602,000 in direct purchases** will be made annually as a result of ongoing theater operations.
- **\$3.7 million in indirect spending** is projected to occur as a result of theater operations.
- **Total additional annual earnings generated by new operations** will reach approximately \$1.3 million with total indirect earnings equaling \$673,200
- **The performing arts center is projected to contribute an additional 15,000 room-nights to the Durham lodging market.**

SEED Case Study: Durham Performing Arts Center

