

Integrating Green and Social in Successful Housing

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Originally prepared for and funded by the
AIA Housing and Community Development Knowledge Community

TODAY'S PRESENTATION

1. STATE OF HOUSING EVALUATION

2. EVALUATOR ARCHETYPES

3. CREATING A CULTURE OF EVALUATION

4. DISCUSSION AND Q&A



LEARNING OBJECTIVES

- IDENTIFY BARRIERS TO FORMAL POST-OCCUPANCY EVALUATION AND IDENTIFY WAYS TO MITIGATE THEM.
- CONCEPTUALIZE AN EASILY IMPLEMENTED, FEED-FORWARD EVALUATION TOOL FOR YOUR TEAM.
- INITIATE AN ACADEMIC/PROFESSIONAL COLLABORATION AROUND EVALUATION
- INTEGRATE SOCIAL METRICS WITH GREEN METRICS TO BETTER UNDERSTAND HOLISTIC PERFORMANCE.



How are housing architects evaluating their buildings?

"People are the best measuring instruments. They are just harder to calibrate." "

- Gary Raw, University College London



TOPICS OF EVALUATION

RESIDENT SATISFACTION

STAFF SATISFACTION

68%

ENERGY USE BY UNIT

SOUND TRANSMISSION

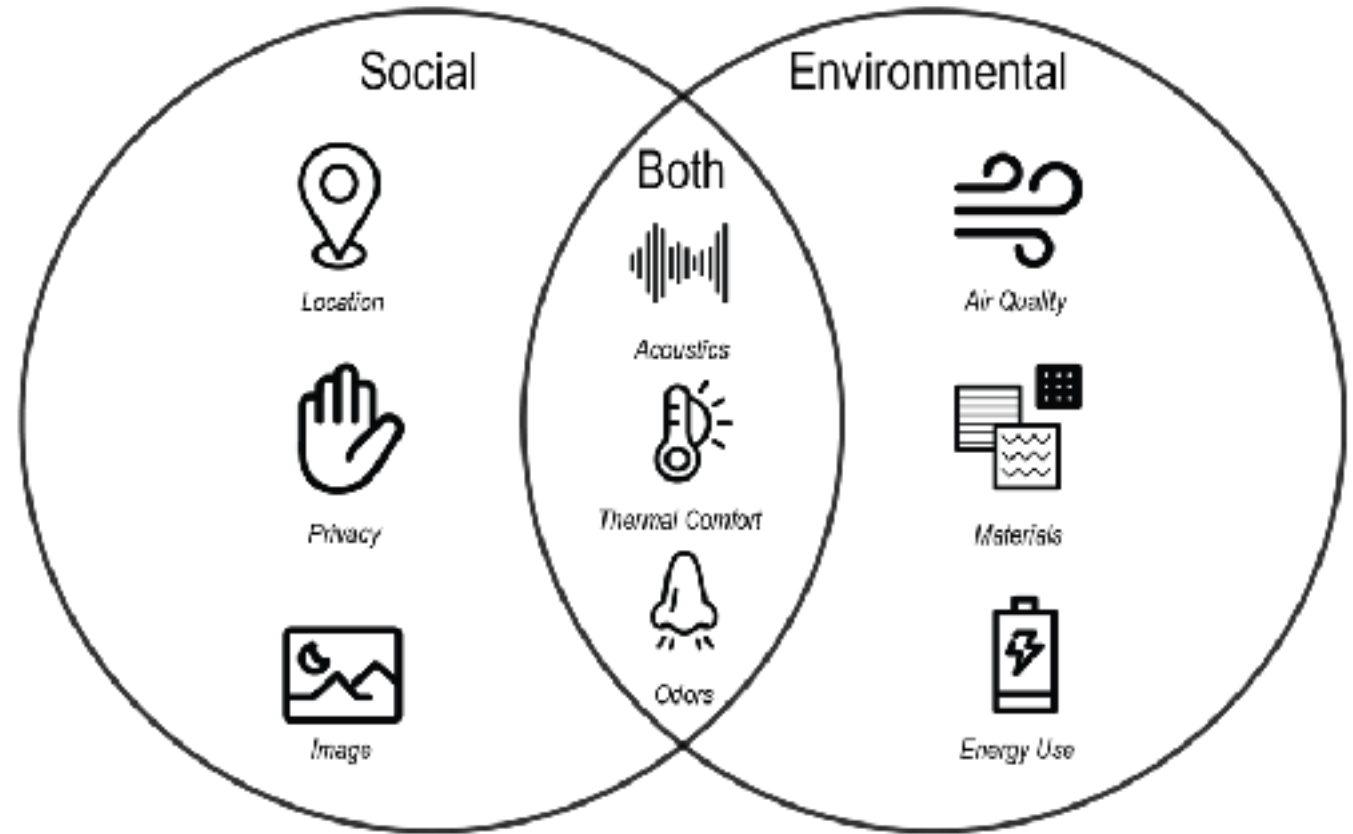
50%

HEALTH OUTCOMES

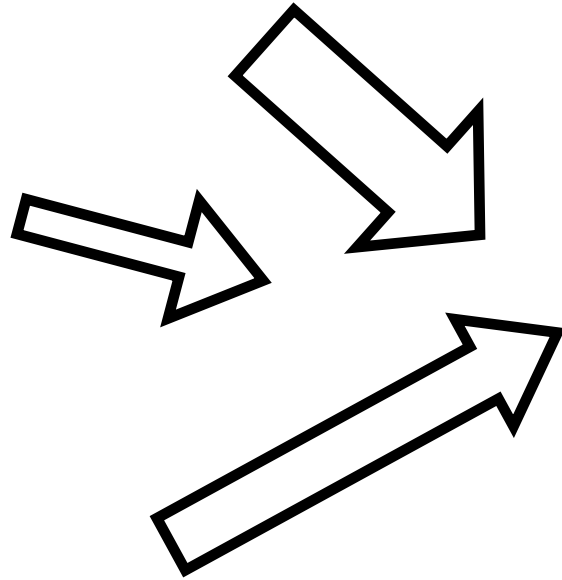
VACANCY

30%

ODOR



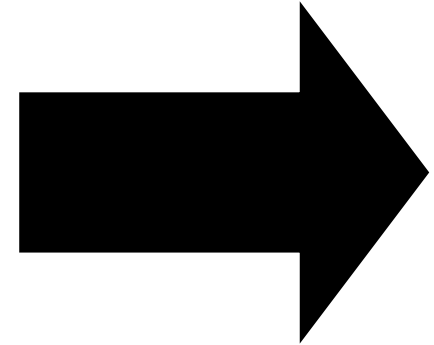
STAGES OF EVALUATION



COLLECTING



UNDERSTANDING



REPORTING



GOOD ENOUGH EVALUATION



SIMPLE



DONE!



REPORTED



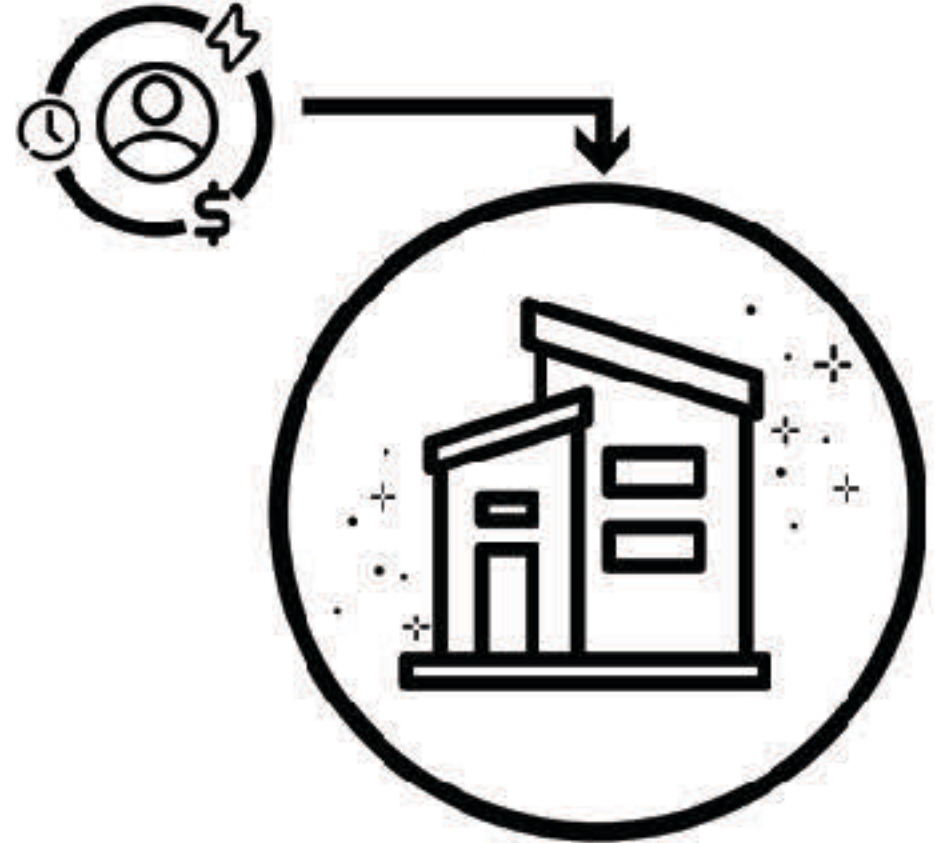
INNOVATIVE METHODS

- STRUCTURED SITE WALK
- SPATIAL PREFERENCING WITH RESIDENTS
- STAFF INTERVIEWS -> RESIDENT FOCUS GROUPS



INNOVATIVE METHODS

- STRUCTURED SITE WALK
- SPATIAL PREFERENCING WITH RESIDENTS
- STAFF INTERVIEWS -> RESIDENT FOCUS GROUPS
- **FEED FORWARD**



The Archetypes:

What kind of evaluator are you?



EVALUATOR ARCHETYPES

MOTIVATIONS

COLLECTING DATA

UNDERSTANDING DATA

REPORTING

NEXT STEPS



THE
EXPERT



VERY
GREEN



SO
CASUAL



NOT YET
BUT SOON



THE EXPERT

MOTIVATIONS

LEARNING
CULTIVATING CLIENTS

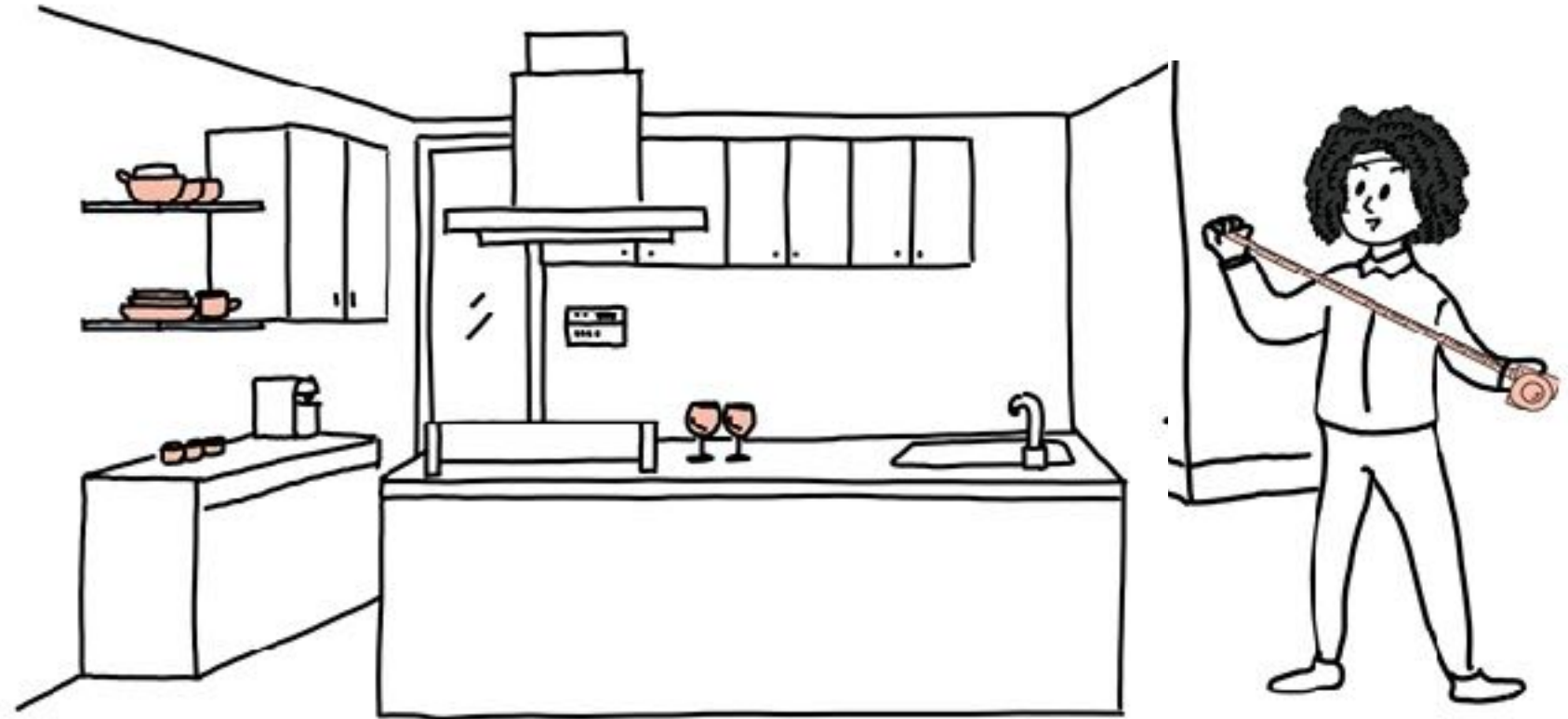
"TO BUILD A CASE FOR
ADVOCATING FOR OR AGAINST
CERTAIN DESIGN DECISIONS
ON FUTURE PROJECTS".



THE EXPERT

COLLECTING DATA

VERY ORGANIZED
SOCIAL AND ENVIRONMENTAL



THE EXPERT

UNDERSTANDING DATA

COMPARISON
CLIENT-FOCUSED



THE EXPERT

REPORTING IN & OUT

TEACHING CLIENTS
CONFERENCES



THE EXPERT

NEXT STEPS

ARCHITECTS AS AUDIENCE
PROCESS & PRODUCT



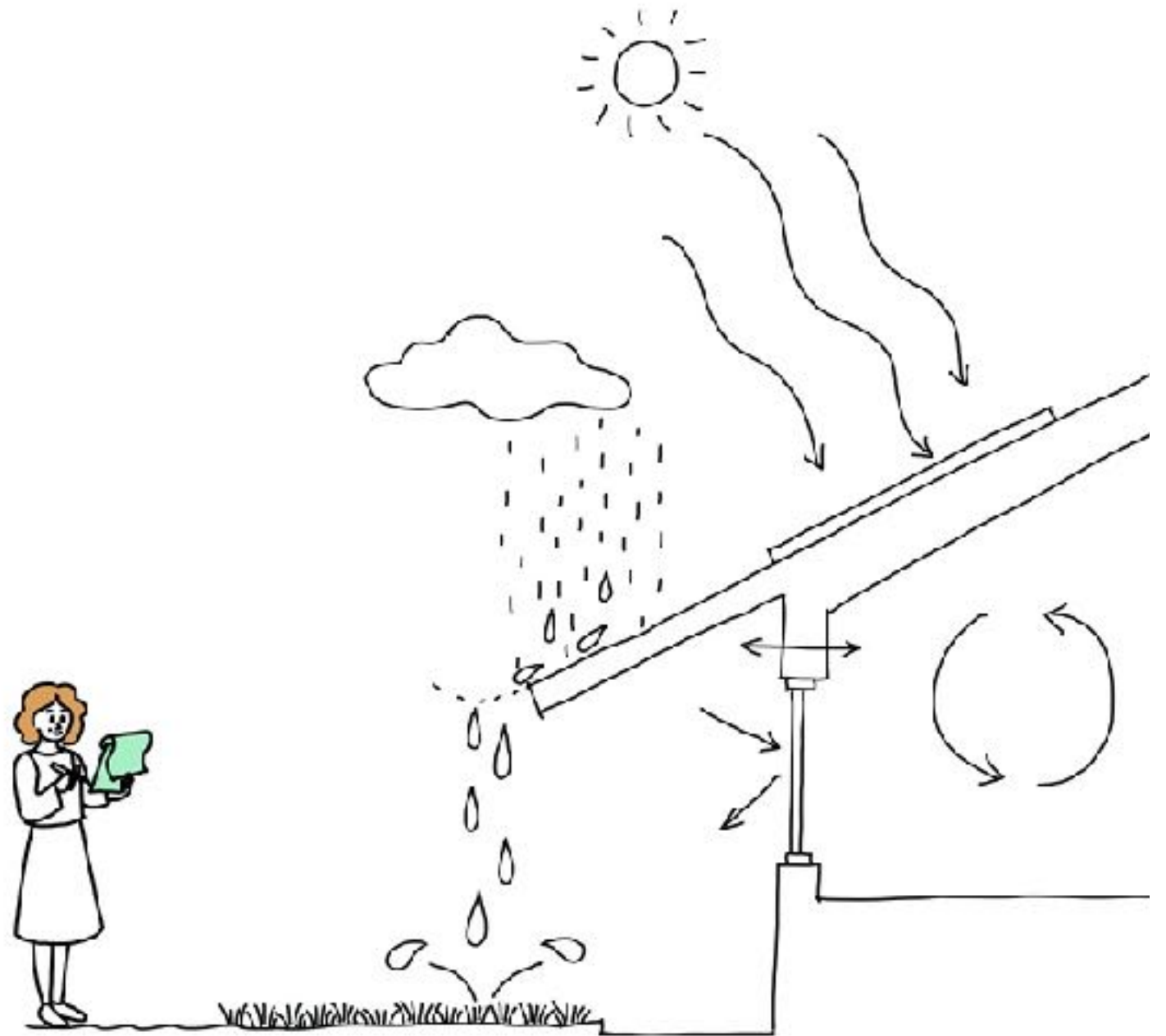
VERY GREEN

MOTIVATIONS

ENERGY & WATER

LEED, LBC, GREEN COMMUNITIES

COMMISSIONING



VERY GREEN

COLLECTING DATA

FULL ACCESS TO BUILDING

ENERGY BILLS

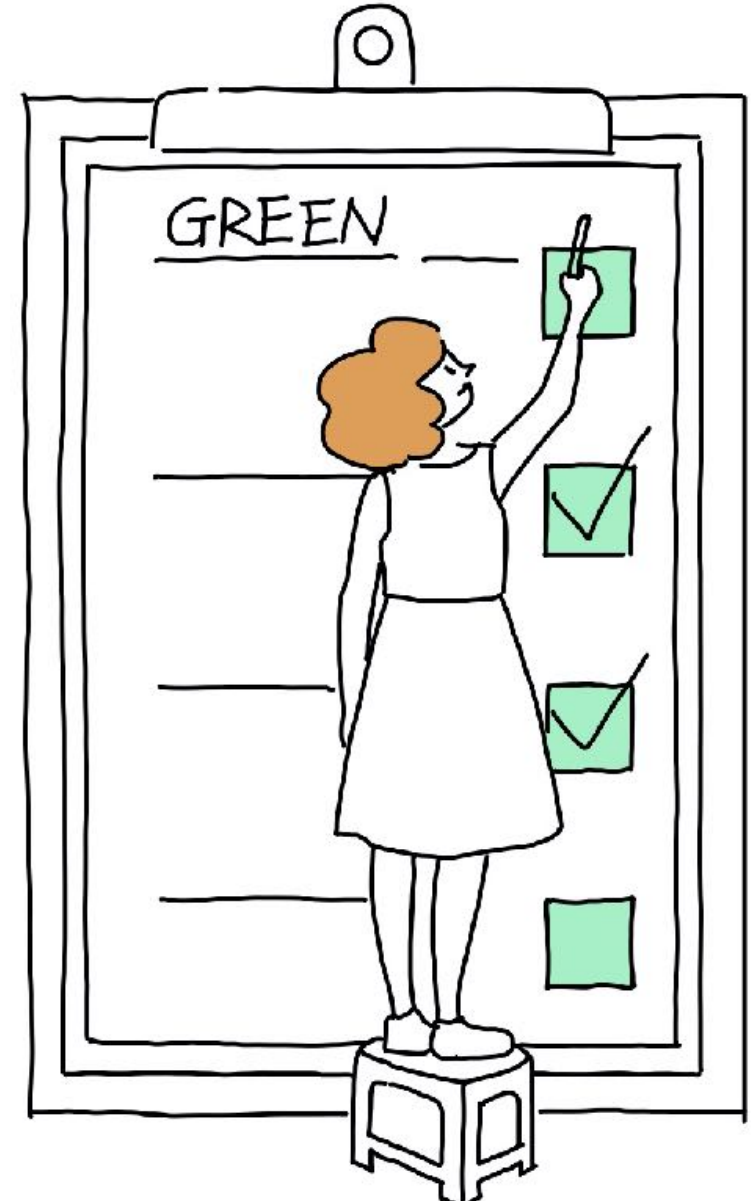
THERMAL BRIDGING



VERY GREEN

UNDERSTANDING DATA

COMPARE TO BASELINE



VERY GREEN

REPORTING IN & OUT

ACCOUNTABILITY
CONFERENCES
OTHER GREEN PEOPLE

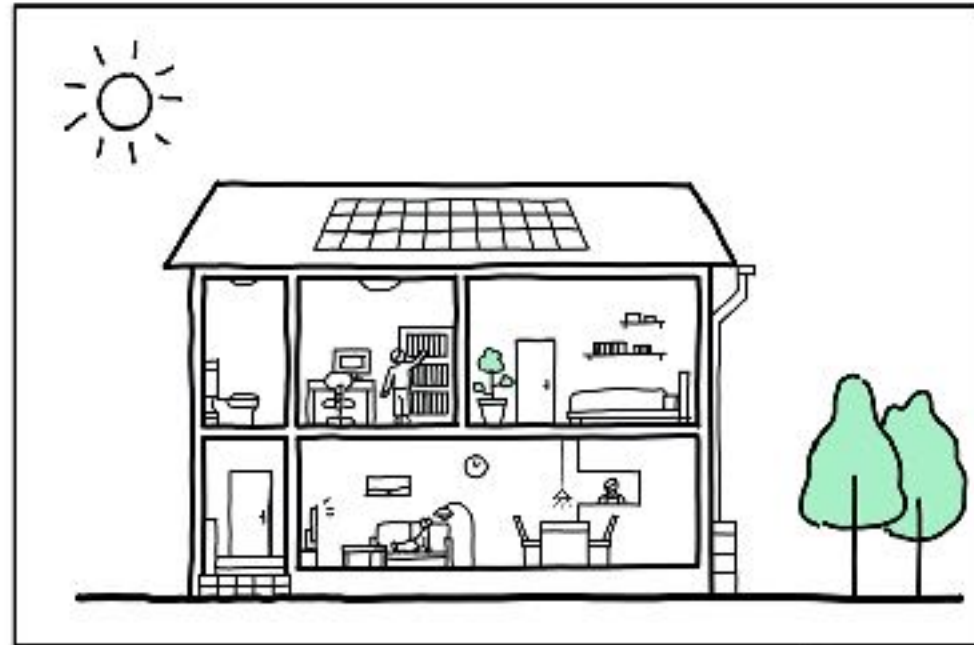


VERY GREEN

NEXT STEPS

SYNTHESIZING
SOCIAL & ENVIRONMENTAL

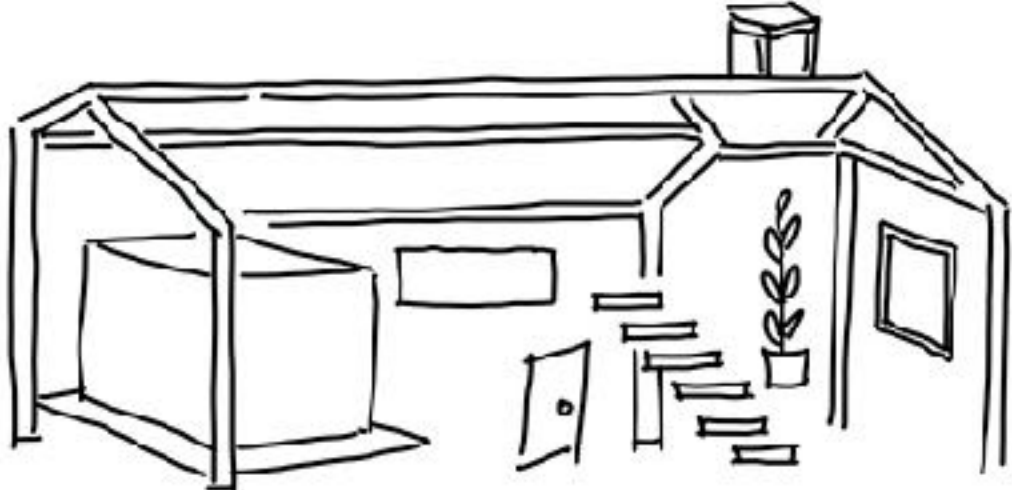
RESIDENTS
PROPERTY MANAGEMENT



SO CASUAL

MOTIVATIONS

CURIOSITY!
CURIOSITY!
CURIOSITY!



SO CASUAL

COLLECTING DATA

OBSERVATIONS

VISITING WITH OTHERS

NEED REPLICABLE METHOD



SO CASUAL

UNDERSTANDING DATA

ONE AT A TIME

NO ANALYSIS YET



SO CASUAL

REPORTING IN & OUT

INFORMAL
LUNCH-AND-LEARNS
NATURAL MENTORS



SO CASUAL

NEXT STEPS

EXTERNAL REPORTING
OTHER ARCHITECTS
GUEST LECTURES



"NOT YET... BUT SOON"

MOTIVATIONS

ASPIRE TO EVALUTE

"WE'RE HEADING IN THIS
DIRECTION AS A FIRM, BUT DON'T
YET HAVE A SYSTEM IN PLACE."



"NOT YET... BUT SOON"

COLLECTING DATA

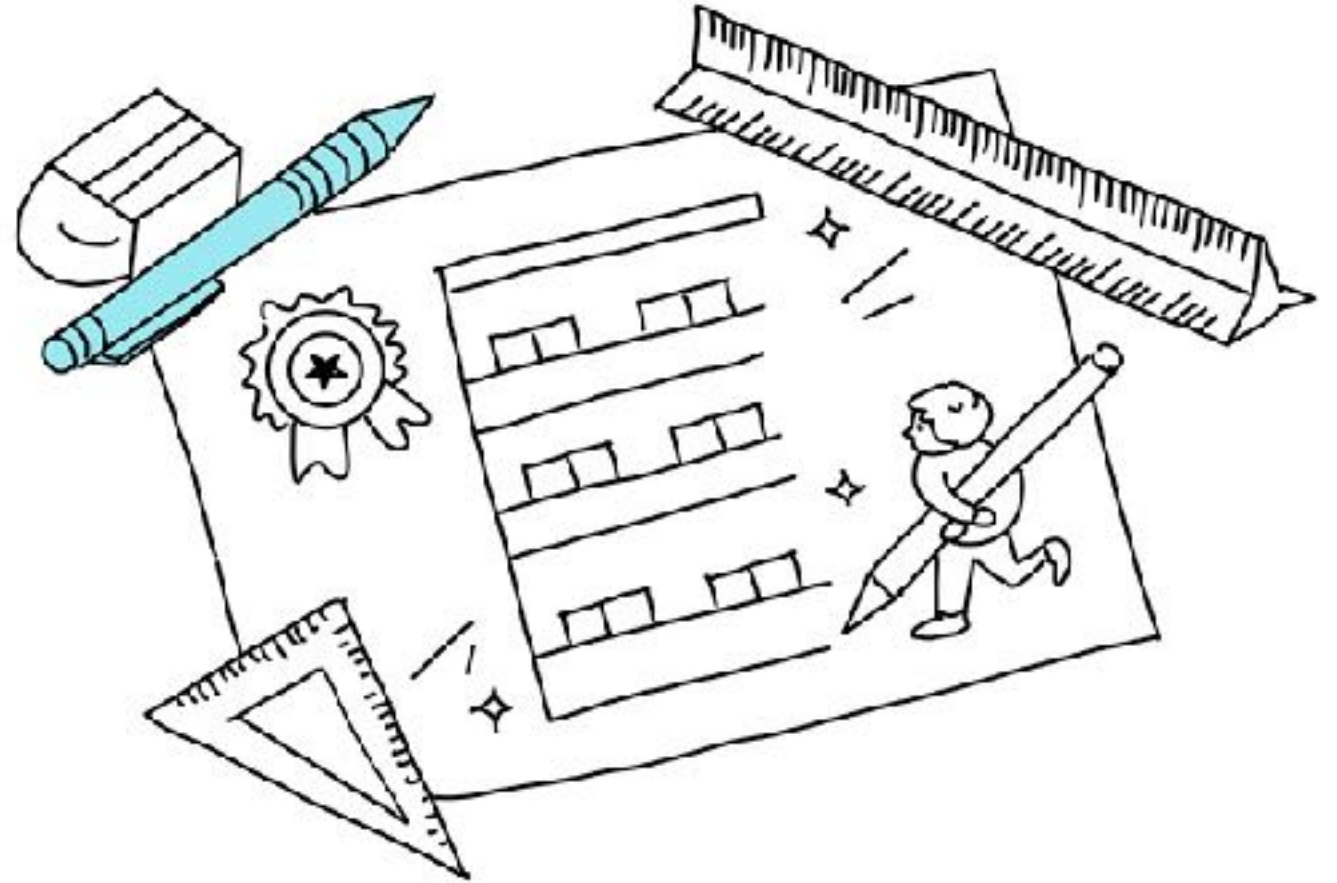
NEED A POSITIVE APPROACH
NOT FALUT-FINDING



"NOT YET... BUT SOON"

UNDERSTANDING DATA

SUCCESS THROUGH AWARDS
REPEAT & NEW CLIENTS



"NOT YET... BUT SOON"

REPORTING IN & OUT

OTHER BUILDING EVALUATIONS
INDIRECT LEARNERS



"NOT YET... BUT SOON"

NEXT STEPS

JUST NEEDS A BOOST!



What's next?

Creating a culture of evaluation.

"Anything you need to quantify can be measured in some way that is superior to not measuring it at all."

- Tom Gilb, in *Holistic Housing*



MOVING EVALUATION FORWARD

STRATEGIES FOR EVERY ARCHETYPE

"STICKS"

"CARROTS"

CULTURAL SHIFT



THE
EXPERT

VERY
GREEN

SO
CASUAL

NOT YET
BUT SOON



POLICY LEVERS

"SOCIAL IS THE NEW GREEN!"

REQUIREMENTS:

LOW INCOME HOUSING TAX CREDIT

INCENTIVES:

ADDITIONAL FUNDING FROM
ENTERPRISE & NEF

SHIFT:

AIA B-SERIES



POLICY LEVERS

NEIGHBORHOOD EVALUATION

"EVALUATE THE BUILDING'S DESIGN AND INCLUSION IN A NEIGHBORHOOD OR GREATER CONTEXT. IS IT A POSITIVE ADDITION TO ITS CONTEXT?"



KNOWLEDGE COMMUNITY PROGRAMS

CONTINUING EDUCATION

15-MINUTE VIDEOS

.25 HSW CREDITS FOR VIEWER

5.0 HSW CREDITS FOR CREATOR



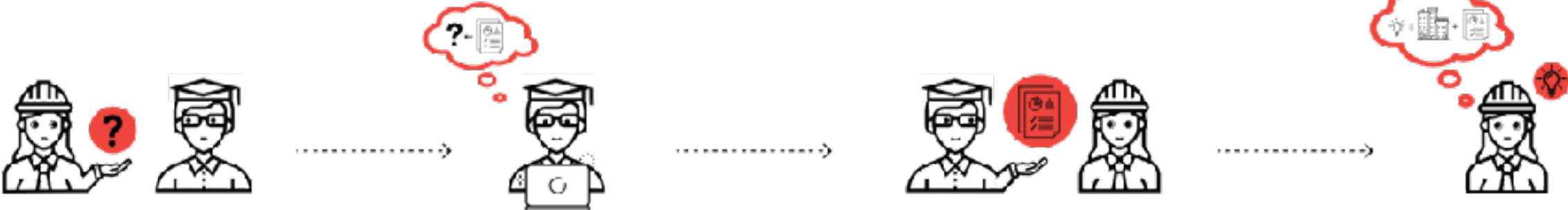
KNOWLEDGE COMMUNITY PROGRAMS

AWARDS!

FOR A THREE YEAR OLD BUILDING
FOR EVALUATION



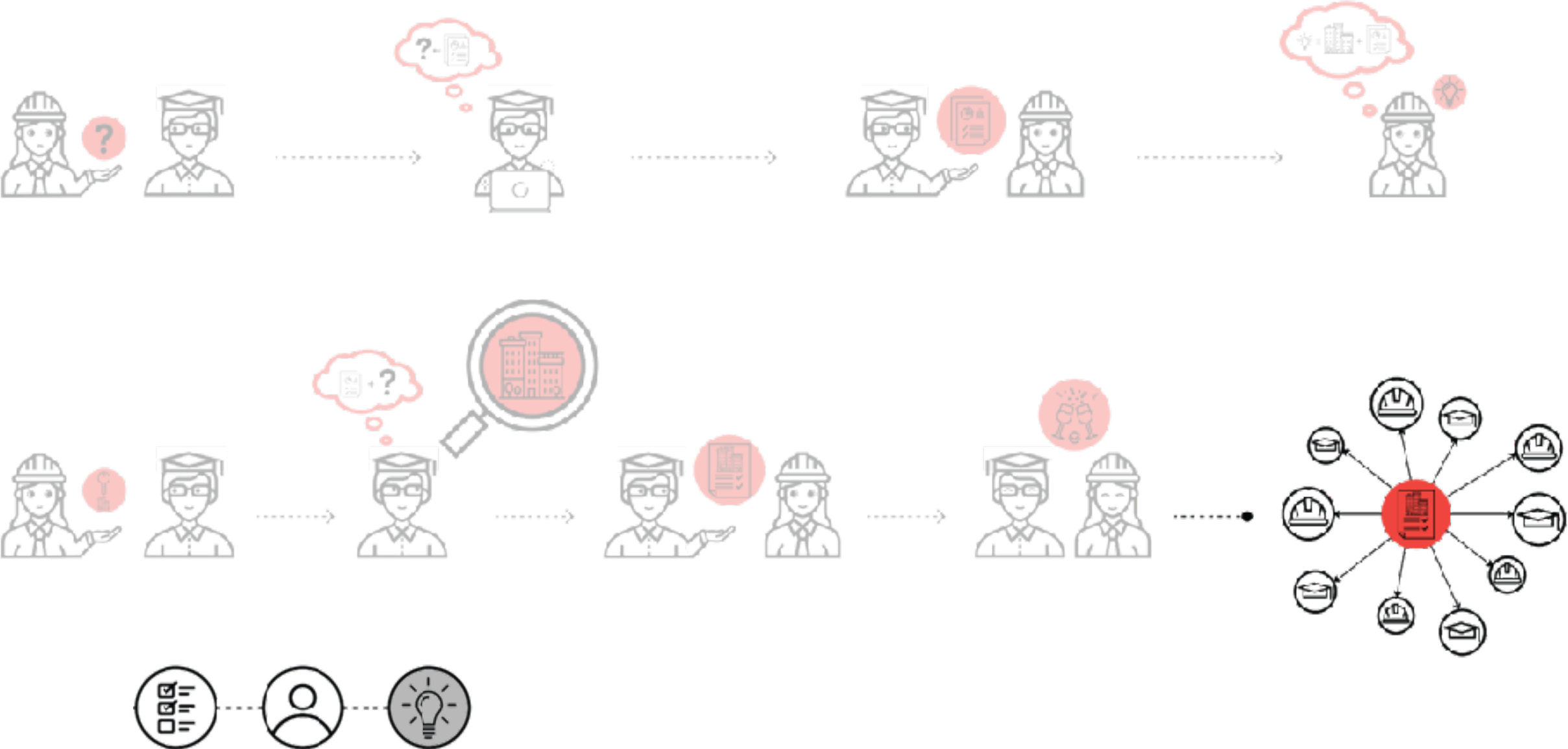
ACADEMIC - ARCHITECT PARTNERSHIP



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ACKNOWLEDGEMENTS

EMILY ROUSH-ELLIOTT

ELIZABETH DEBS

AIA HOUSING & COMMUNITY DEVELOPMENT KC

KATIE ACKERLY

DAVID BAKER ARCHITECTS, SAN FRANCISCO

COREY SCHNOBRICH

LEDDY MAYTUM STACY, SAN FRANCISCO

JAIME TORRES

CANOPY, CHICAGO

TERRAN WILSON

LANDON BONE BAKER, CHICAGO

JAKE MARZOLF

STUDIO 27, WASHINGTON DC

TOBIE CORNEJO

CURTIS+GINSBURG, NEW YORK

KITTY RYAN

NARROW GATE, BOSTON

DAVID EISEN

DAVID POLLACK

ABACUS, BOSTON

JAMES CONLON

DEVELOPER, SAHA

LILY GRAY

DEVELOPER

RAY DEMERS

ENTERPRISE

YUE SHI

GRAPHICS, UIUC

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