Integrating Green and Social in Successful Housing

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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
ENERGY USE BY UNIT

SOUND TRANSMISSION
ENVIRONMENTAL

HEALTH OUTCOMES
VACANCY
ODOR

RESIDENT SATISFACTION
STAFF SATISFACTION
ENERGY USE BY UNIT

SOUND TRANSMISSION
ENVIRONMENTAL

HEALTH OUTCOMES
VACANCY
ODOR

68%
50%
30%
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-LEARN
NATURAL MENTORS
SO CASUAL

NEXT STEPS

EXTERNAL REPORTING
OTHER ARCHITECTS
GUEST LECTURES
“NOT YET... BUT SOON”

MOTIVATIONS

ASPIRE TO EVALUATE

“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?”
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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