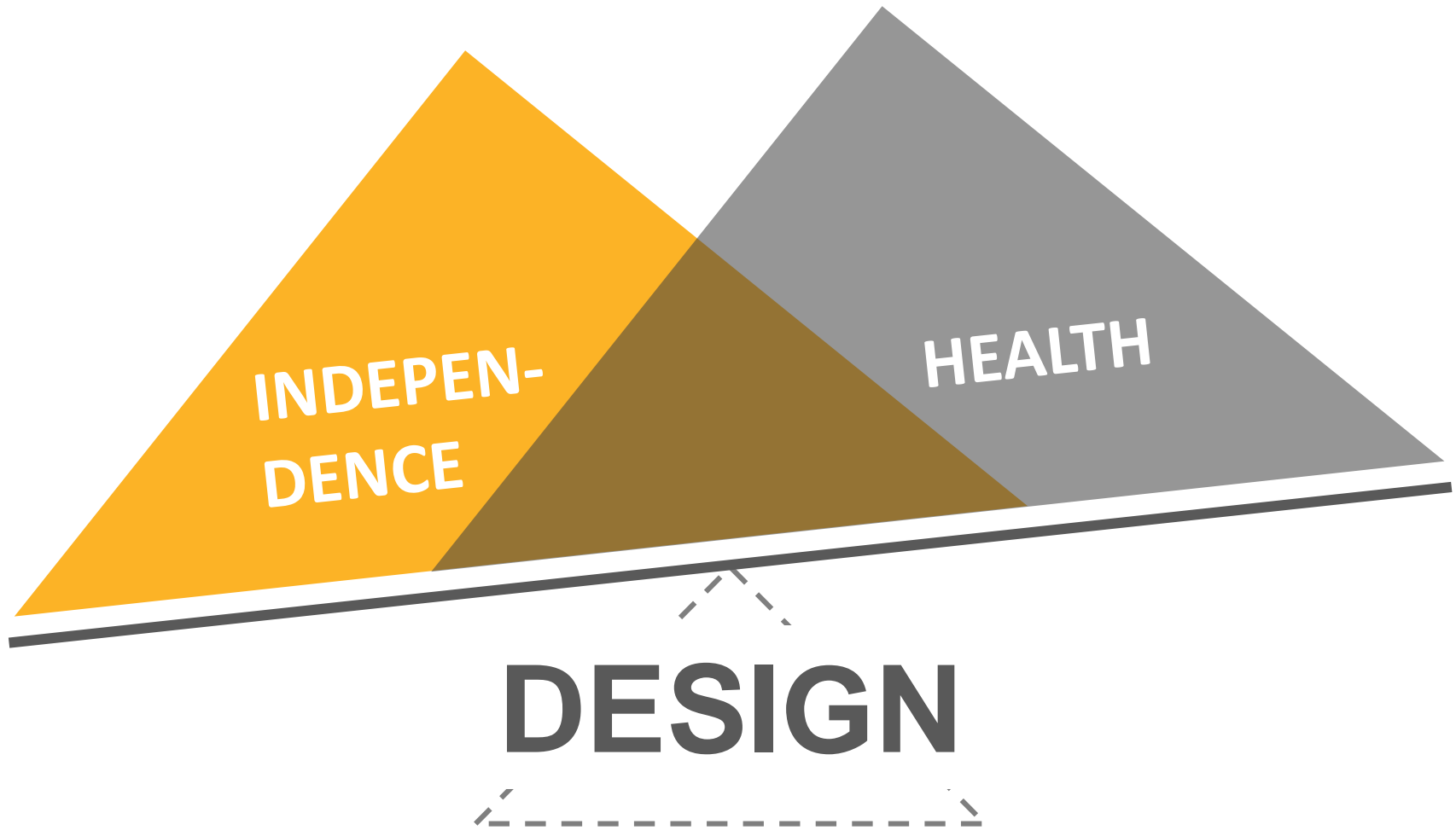


THE POWER OF PLACE

How Engagement, Happiness and Attachment Will Shape the Midwestern City

Zachary Benedict, AIA, *Principal*
MKM architecture + design

Great Lakes Main Street Conference
Indiana Office of Community and Rural Affairs
August 19, 2019 | South Bend, IN

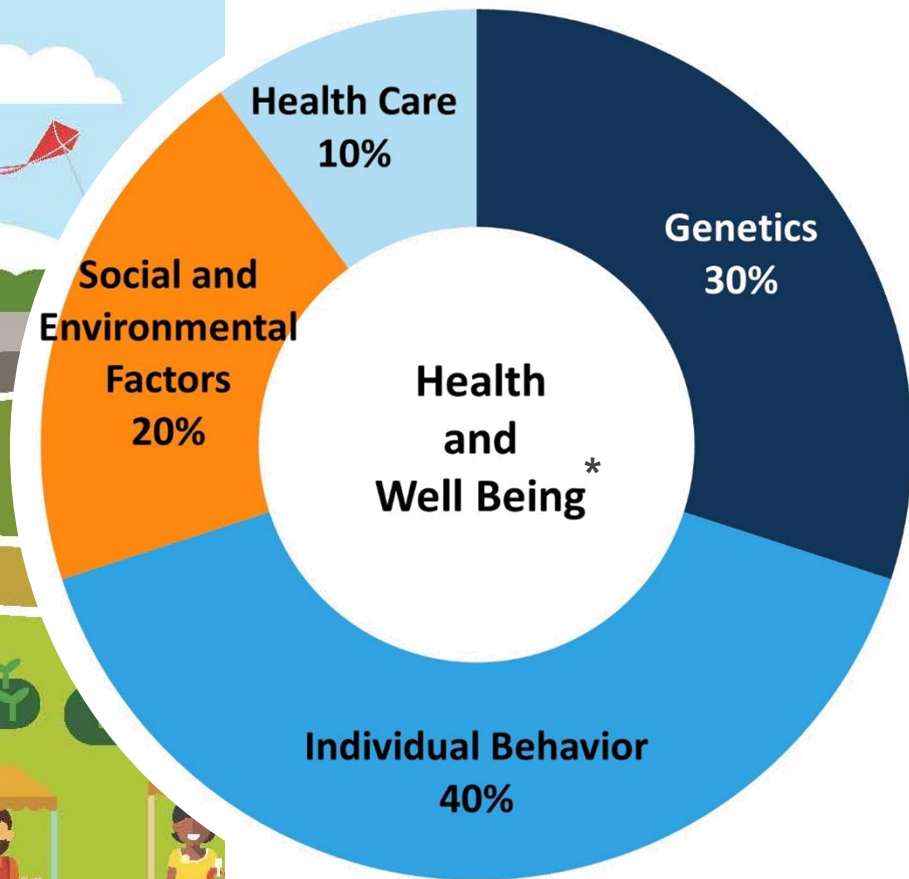


“I believe that the *community* - in the fullest sense: a place and all its creatures - is the smallest unit of health and that to speak of the health of an isolated individual is a contradiction in terms.”

— Wendell Berry, *Health is Membership*



THE POWER OF PLACE



SOCIAL DETERMINATES OF HEALTH

The quality of healthcare has a limited impact on our well-being. The guiding factors regarding the social determinants of health rest in the socio-economic factors that define our everyday routine.

*SOURCE: The Kaiser Commission on Medicaid and the Uninsured, *Beyond Health Care: The Role of Social Determinants in Promoting Health and Health Equity* (2015)

ACKNOWLEDGING A **TIPPING POINT**

“The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire.”

— Malcolm Gladwell, *The Tipping Point: How Little Things Can Make a Big Difference*



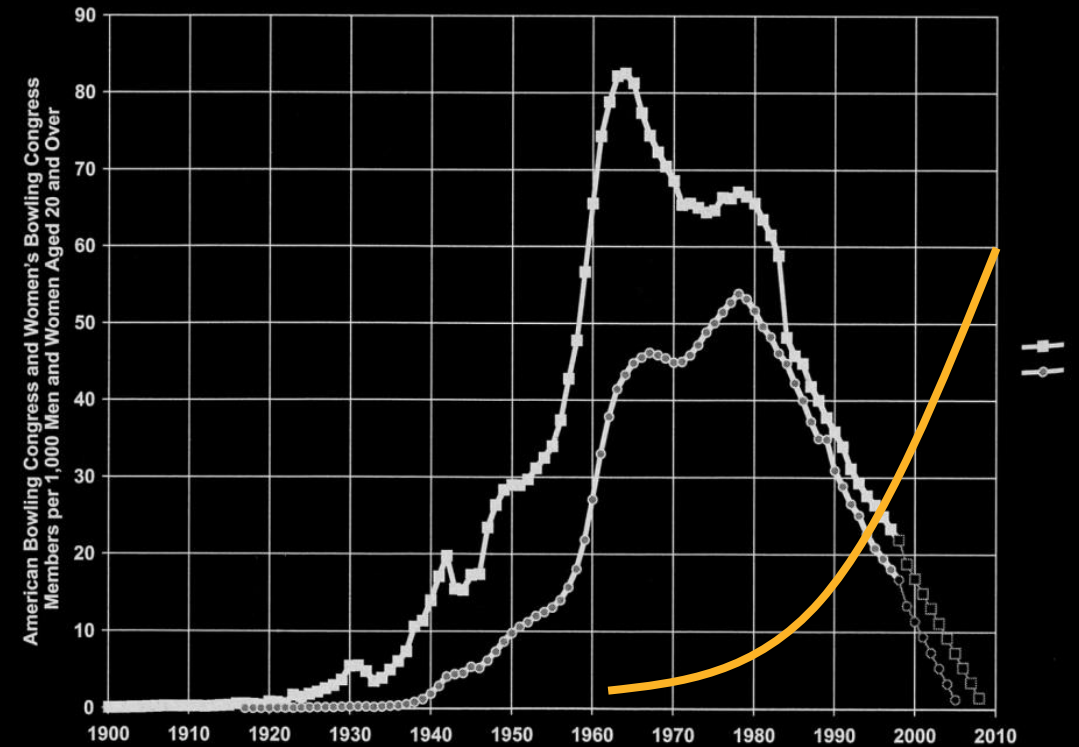
SYSTEMS

If we look at our communities as integrated social systems, designed to allow their users to engage and interact, we can begin to better understand and predict their inefficiencies. These networks, like many systems, often hinge on **disruptive singular trends providing the widespread occurrence of an infectious phenomenon.**

ACKNOWLEDGING A **TIPPING POINT**



The Rise and Decline of League Bowling

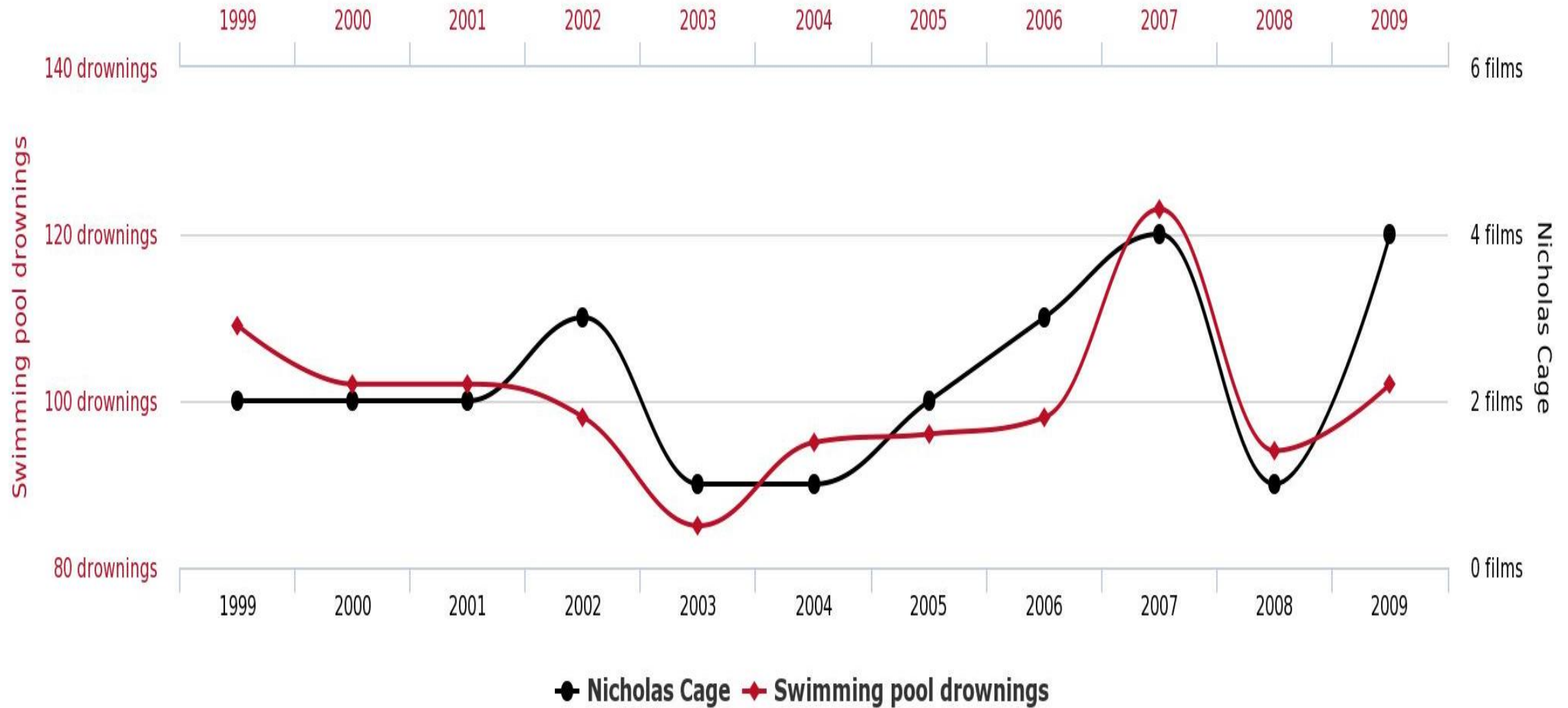


The suburban sprawl popularized in the 1960s had a dramatic impact on how communities behaved socially. Like an epidemic, a new behavioral model transformed our social patterns and, as a result, radically altered our health.

SOURCE: "Bowling Alone: The Collapse and Revival of American Community," Richard Putnam, p. 112 (2000)

ACKNOWLEDGING A TIPPING POINT

CONFUSING CAUSATION AND CORRELATION



SOURCE: Tyler Vigen (<http://tylervigen.com/spurious-correlations>)

ACKNOWLEDGING A **TIPPING POINT**

Hillbilly Elegy

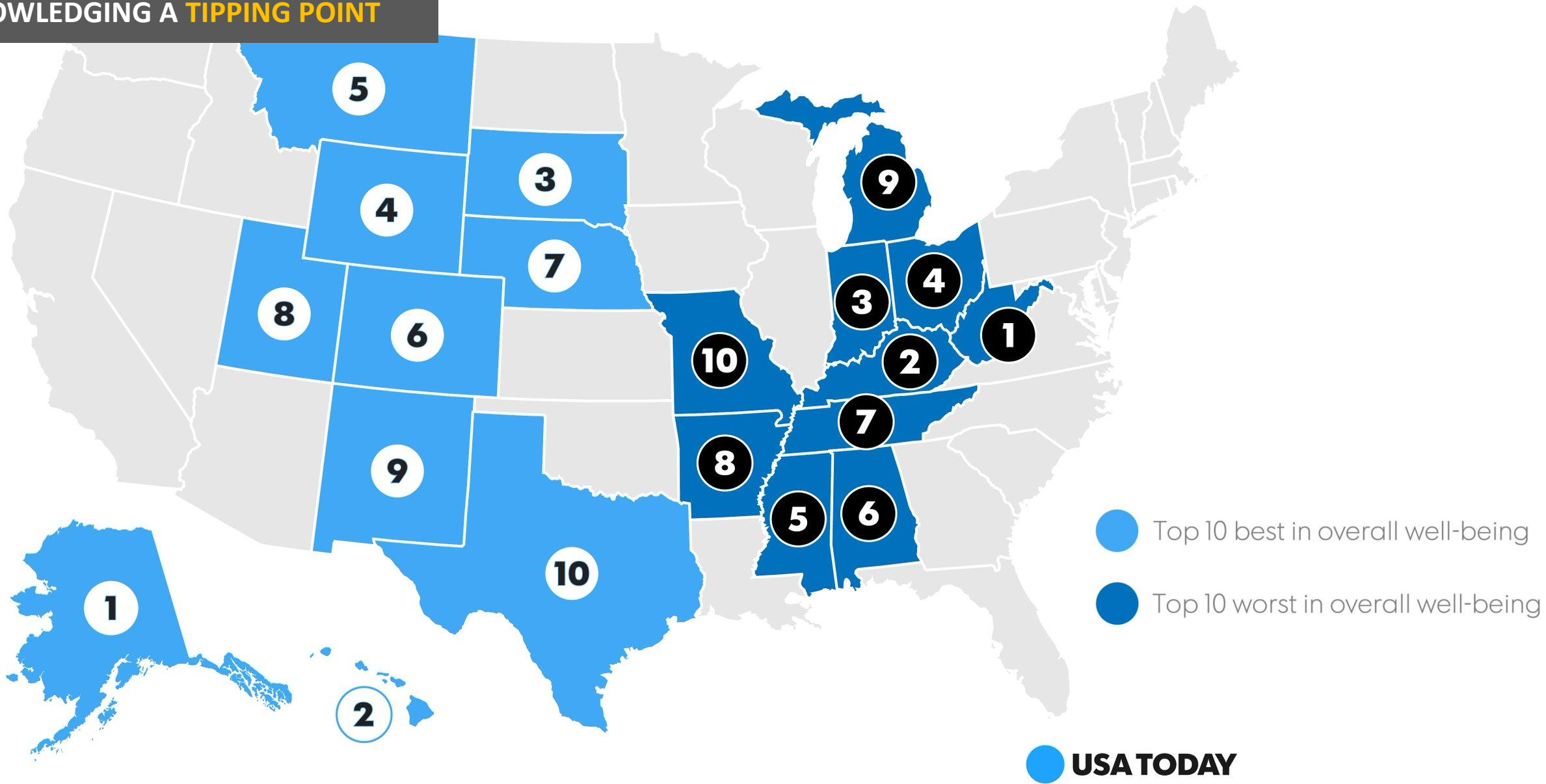
*A Memoir of a Family and
Culture in Crisis*

J. D. VANCE

“From low social mobility and poverty to divorce and drug addiction, my home is a hub of misery.”

J. D. Vance, *Hillbilly Elegy*, p4

ACKNOWLEDGING A TIPPING POINT

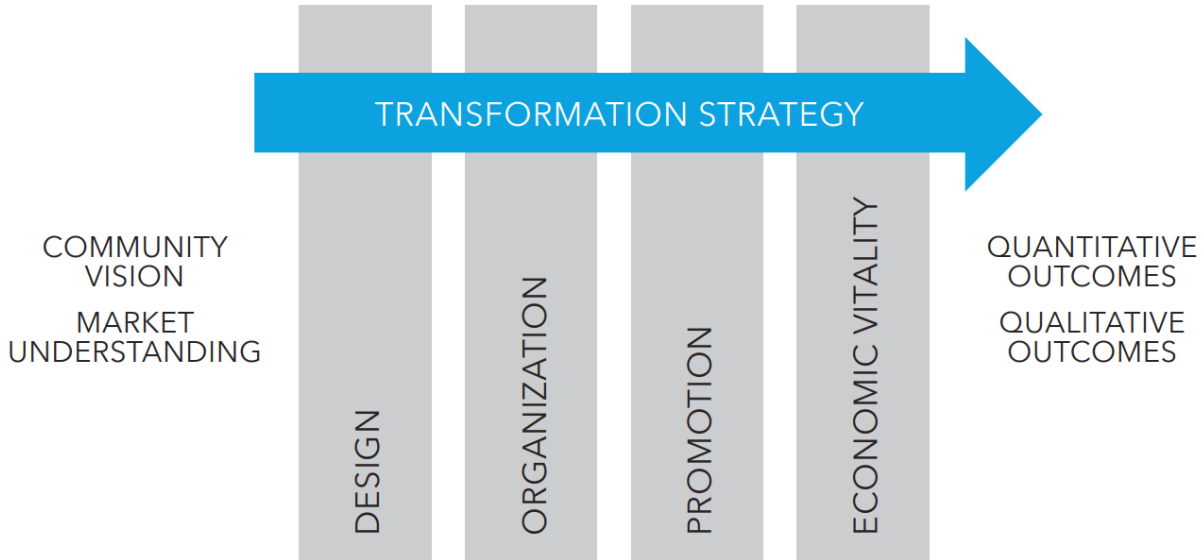


TRANSFORMATIONAL STRATEGIES



SOURCE: "Indiana Main Street Program Guide & Handbook," Indiana Office of Community and Rural Affairs, p. 4 (2017)

THE MAIN STREET APPROACH



DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

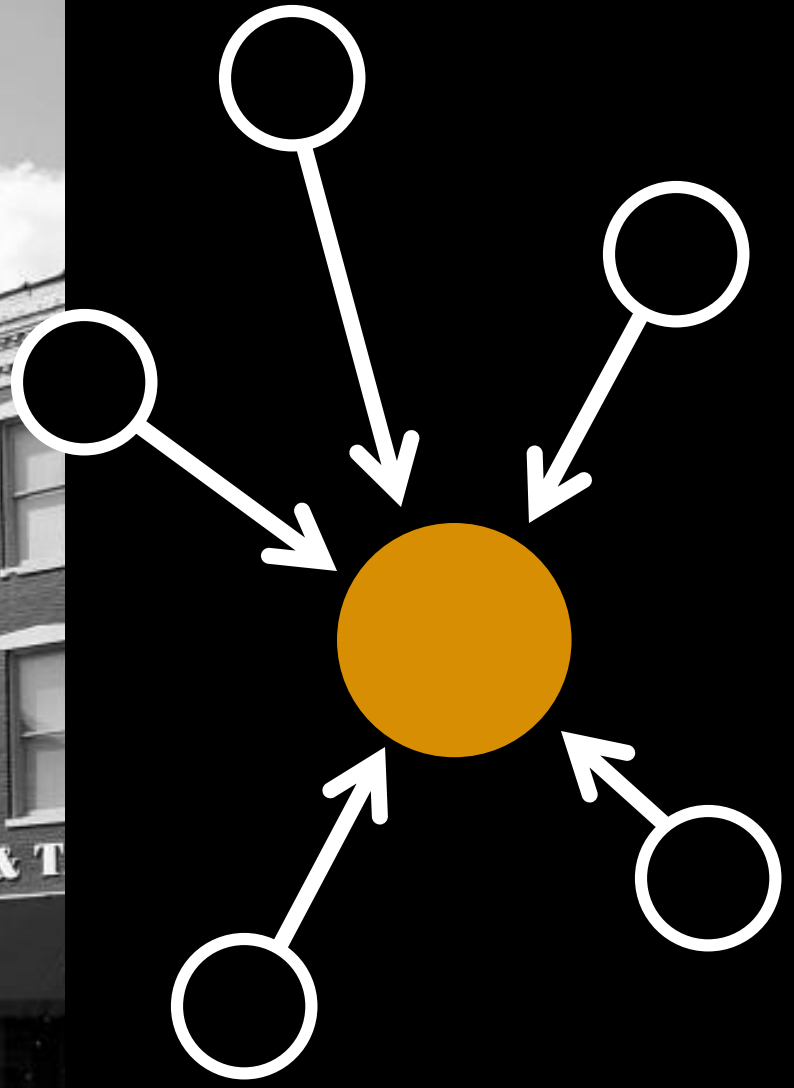
PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

The background features a dense network of overlapping circles and thin lines. Each circle contains a number, primarily 1, 2, 3, or 4. The circles vary in size and are interconnected by a web of thin, light-colored lines, creating a complex, interconnected structure. The overall color palette is a warm, golden-brown or light orange.

FRAGMENTED SYSTEMS

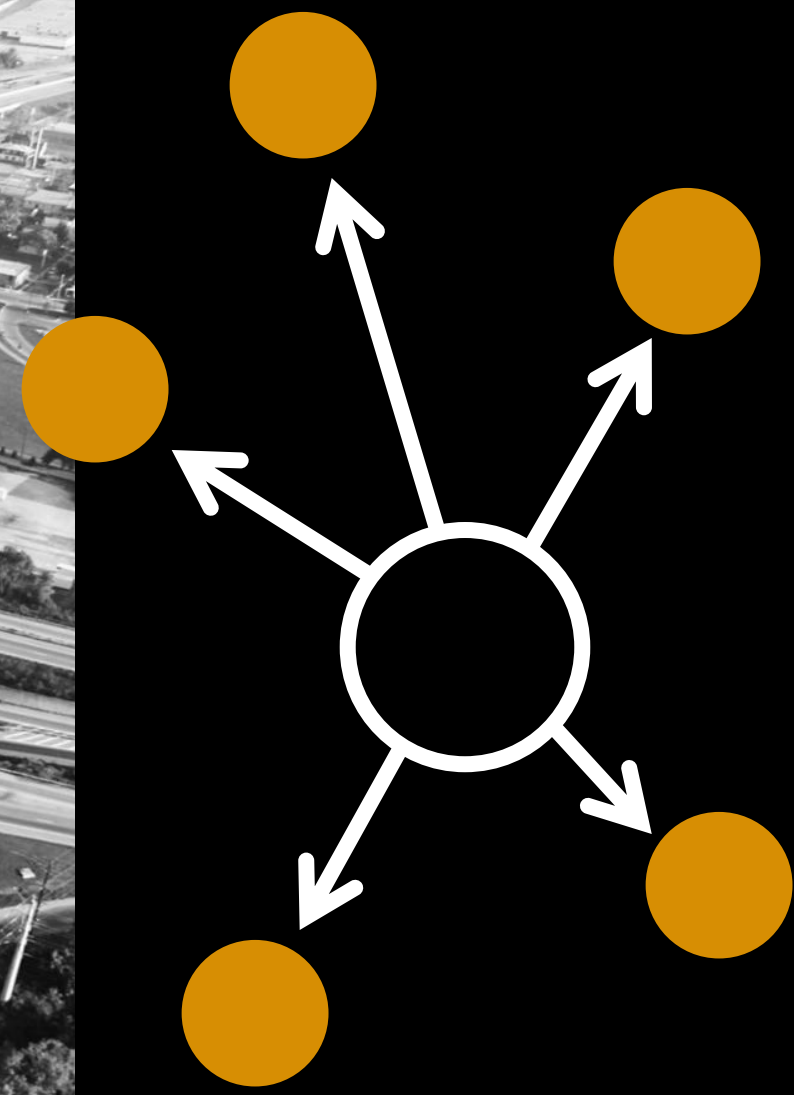
COMMUNITY FRAGMENTATION



The “general store” (i.e. “Mom and Pop”) mentality presented an inwardly focused social network that utilized and depended on centrally located goods and services.

BEFORE

COMMUNITY FRAGMENTATION



The suburbanized development model (i.e. “Big Box retail”) presented an outwardly focused social network that depended on destination events and isolated exchanges.

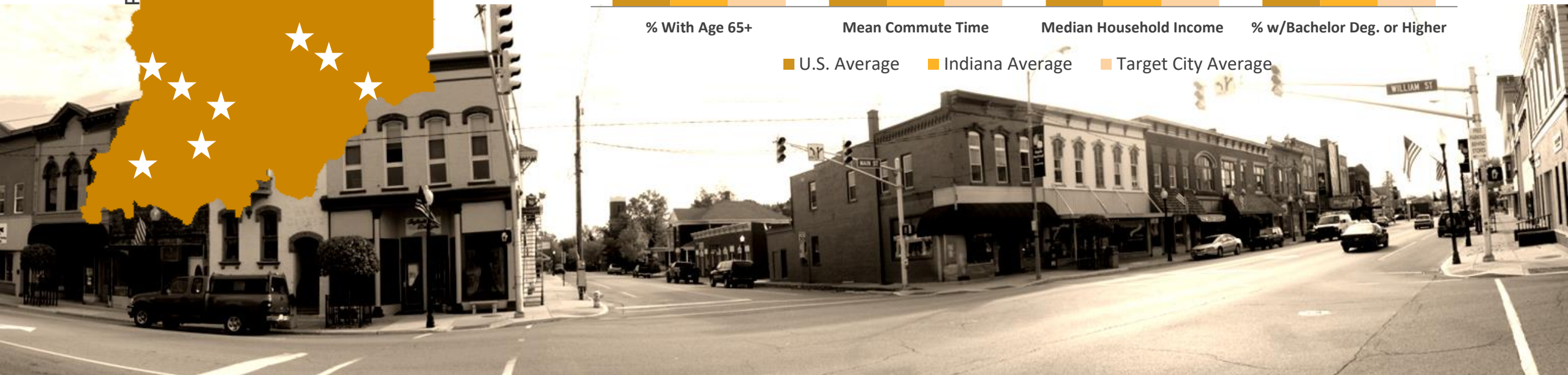
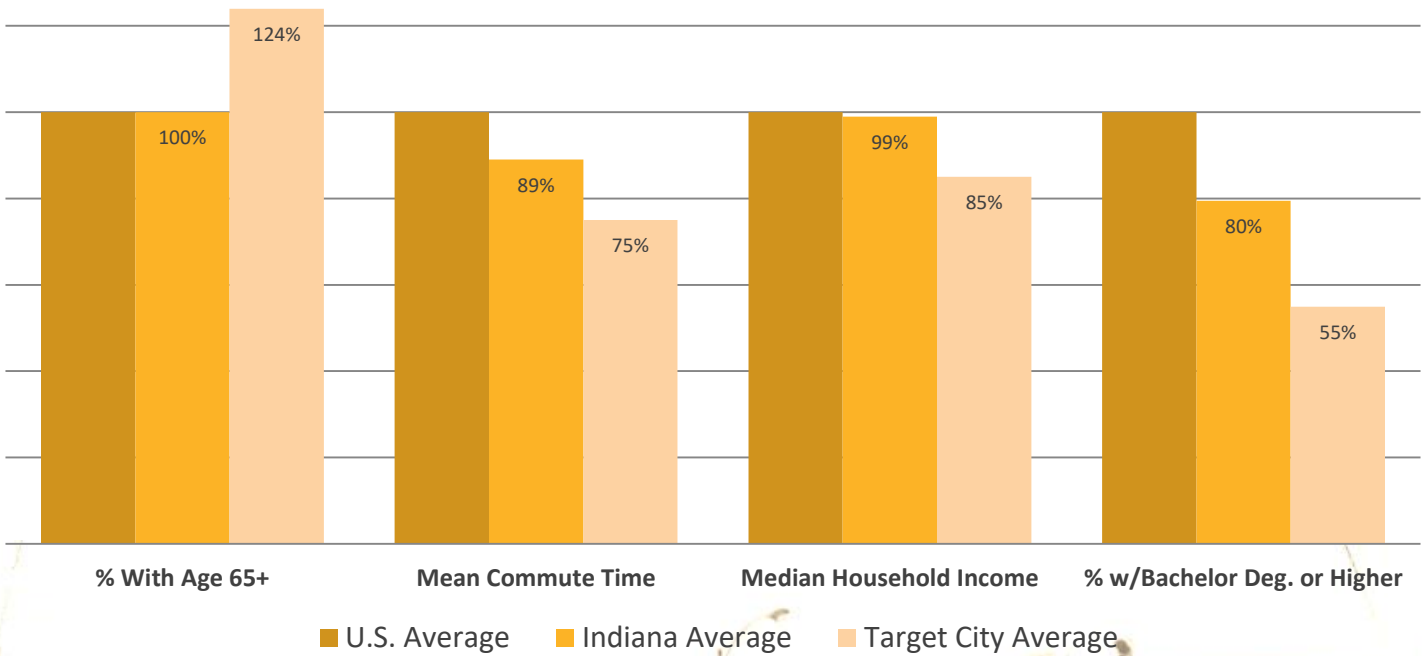
AFTER

COMMUNITY FRAGMENTATION

EVALUATING SMALL TOWN INDIANA (2010)

31 TARGET CITIES

POPULATION= 10-25,000 PEOPLE



COMMUNITY FRAGMENTATION

Indiana Population Growth from 2005 to 2040:

15%

for 65+ POPULATION

90%

ENGAGEMENT MEANS EVERYTHING



TRADITIONAL SENIOR LIVING SERVICES

(providing care to older adults through conventional facilities, institutions, and programs)

SUPPORT NETWORK
(assumes collaboration with other community organizations and civic leaders in the offering of an ageographic support network aimed at providing successful aging through engaging, intergenerational neighborhoods)



CHANGE

The way in which cities have been developed over the last fifty years has left a growing number of citizens isolated and **unable to engage the world around them**. If we are to survive the coming demographic shifts, **we must acknowledge the connection between place and quality of life**. More importantly, we must envision how our shared downtowns can exist as incubators for inclusive placemaking strategies.

The background features a complex, abstract pattern of overlapping circles and lines in a light brown or gold color. Within these circles, the numbers 1, 2, 3, and 4 are scattered throughout. The circles vary in size and opacity, creating a sense of depth and interconnectedness. The overall aesthetic is clean and modern, with a focus on geometric shapes and numerical elements.

SYSTEMS OF PERCEPTION

ACHIEVING HEALTH EQUITY

SOURCE: California Department of Public Health, Office of Health Equity as inspired by the World Health Organization.

Transforming the conditions in which people are **BORN, GROW, LIVE, WORK and AGE** for optimal health, mental health & well-being.



COMMUNITY ATTACHMENT

Research has shown that lonely people are 30% more likely to suffer from a stroke or heart disease.

Some researchers thought this was simply due to less people noticing when a person was ill. However, last year Harvard University found that having no friends was linked to the increased level of blood-clotting protein, which can cause heart attacks and strokes.

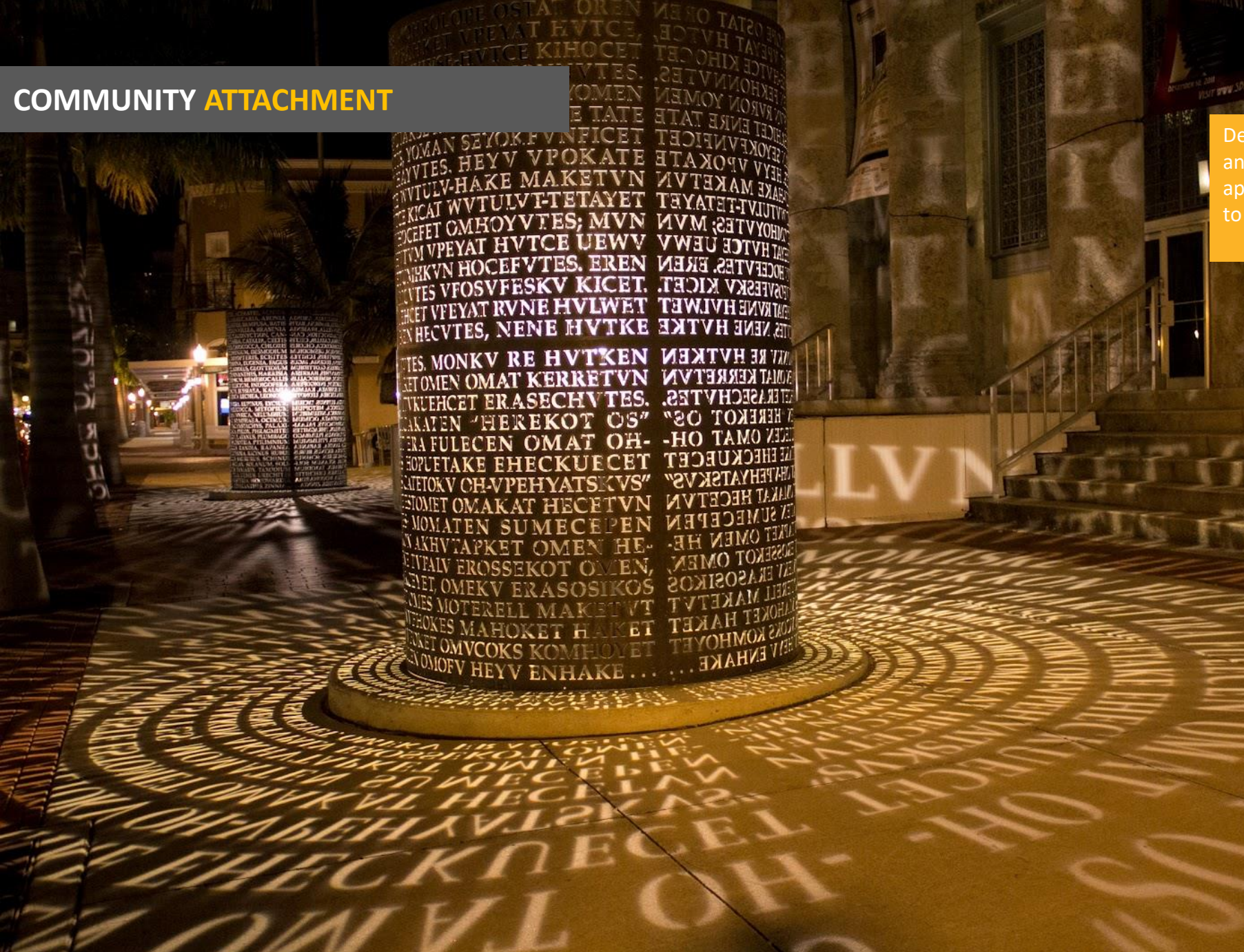
— Sarah Knapton, *Loneliness is deadlier than obesity, study suggests.*
The Telegraph, August 2017.

“Evidence shows that people who hold pervasive positive illusions about themselves, their abilities, and their future prospects are mentally healthier, happier, and better liked than people who lack such illusions.”*

*SOURCE: Johnathan Haidt, *The Happiness Hypothesis*, p68 (2006).



COMMUNITY ATTACHMENT



Despite traditional variables such as jobs, economics, and safety also being analyzed, these specific factors appear to always have more impact on one's attachment to place and community.

In 2008, the Knight Foundation launched the *Soul of the Community* project which found that successful cities consistently prioritized communal attachment through three categories:

- **Social Offerings:** Places for people to meet each other and the feeling that people in the community care about each other.
- **Openness:** How welcoming the community is to different types of people, including families with young children, minorities, and talent.
- **Aesthetics:** The physical beauty of the community including the availability of parks and green spaces.

COMMUNITY ATTACHMENT



As opposed to focusing on increasing success in attracting migrating emerging professionals, there may be a stronger case for pursuing the reengagement of existing marginalized residents... especially within smaller cities and towns.

As communities prioritize the impact of reengaging isolated populations, they will begin to see:

- **Improved GDP:** A sustainable and consistent increases in local economy.
- **Vibrant Neighborhoods:** The resurgence of diverse, active, and meaningful neighborhoods centered around a sense of camaraderie and trust.
- **Sellable Community Product:** As GDP grows and neighborhoods reenergize, it presents a marketable product for outside investment and resident migration.





RECONSIDERING **HAPPINESS**

The equation for community attachment is complicated, but the result is simple. Our happiness is directly connected to our perceptions of how engaged we are in the world around us.



HAPPINESS FORMULA

$$H = S + C + V$$

H: EXPERIENCED HAPPINESS

S: BIOLOGICAL SET POINT

C: LIFE CONDITIONS

V: VOLUNTARY ACTIVITIES

SOURCE: Johnathan Haidt, *The Happiness Hypothesis*, p91 (2006).

RECONSIDERING HAPPINESS



Happiness is a complicated thing and is perceived in two very distinct ways - through **experience** (happiness while in the act of doing) and **memory** (happiness through the act of remembering).

OUR MEMORY

SOURCE: Daniel Kahneman, *Thinking, Fast and Slow* (New York, Farrar, Strauss, and Giroux, 2011), p377-390.

RECONSIDERING HAPPINESS



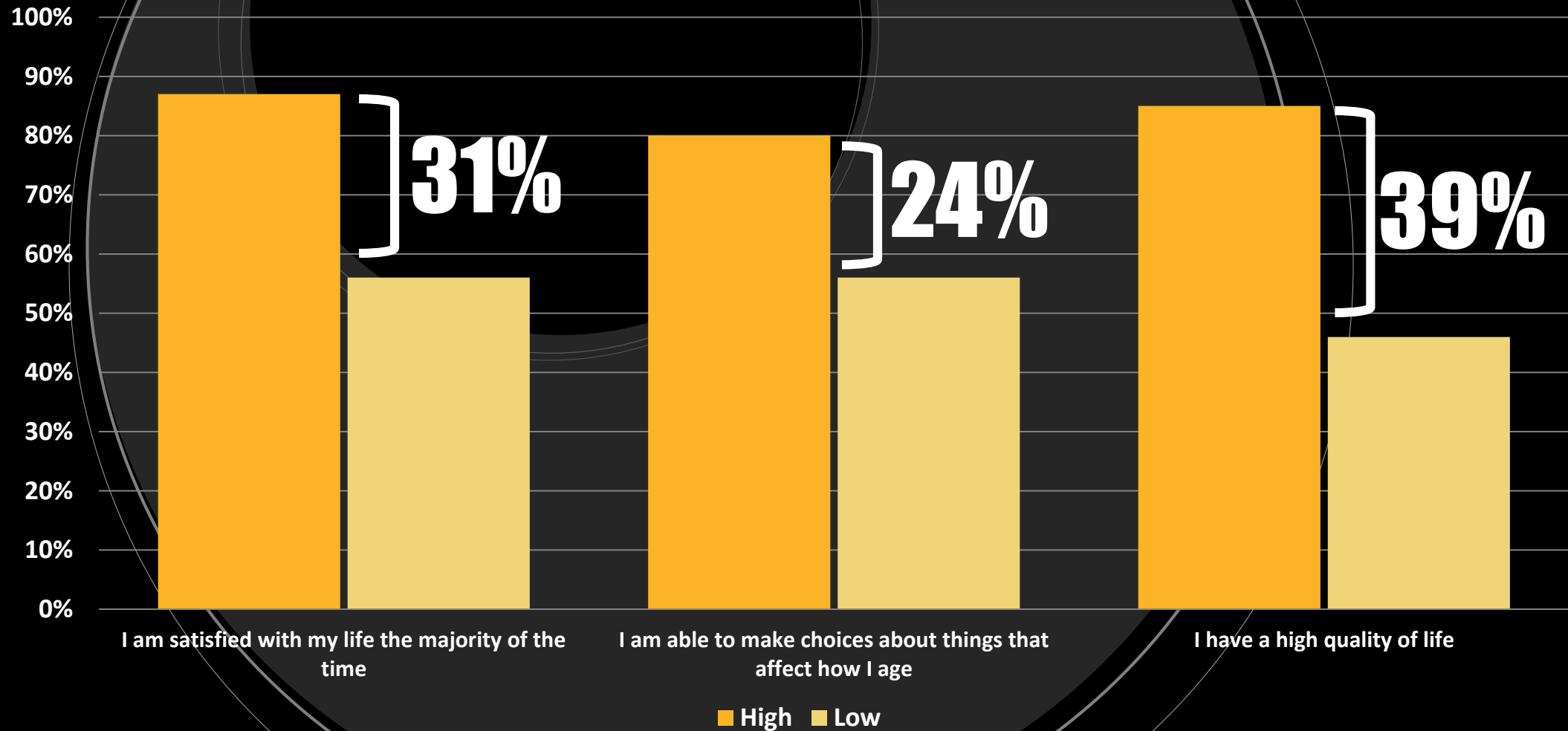
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OUR EXPERIENCE

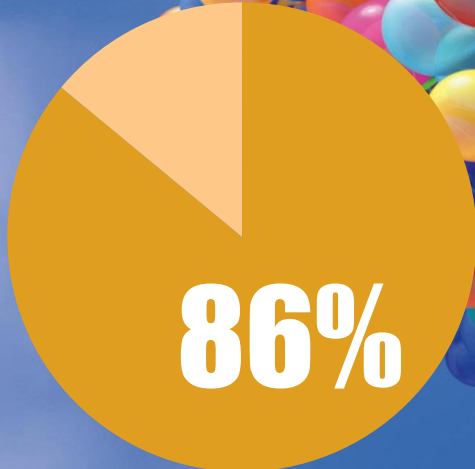
SOURCE: Daniel Kahneman, *Thinking, Fast and Slow* (New York, Farrar, Strauss, and Giroux, 2011), p377-390.

PLACE IMPACTS HUMAN CAPITALIZATION

CORRELATING ENGAGEMENT PERCEPTIONS AND LEVELS OF SUCCESSFUL AGING



ENGAGEMENT MEANS EVERYTHING



PERCENTAGE OF 45+ WHO AGREE THEY WOULD “REALLY LIKE TO STAY IN THEIR CURRENT RESIDENCE AS LONG AS POSSIBLE.”

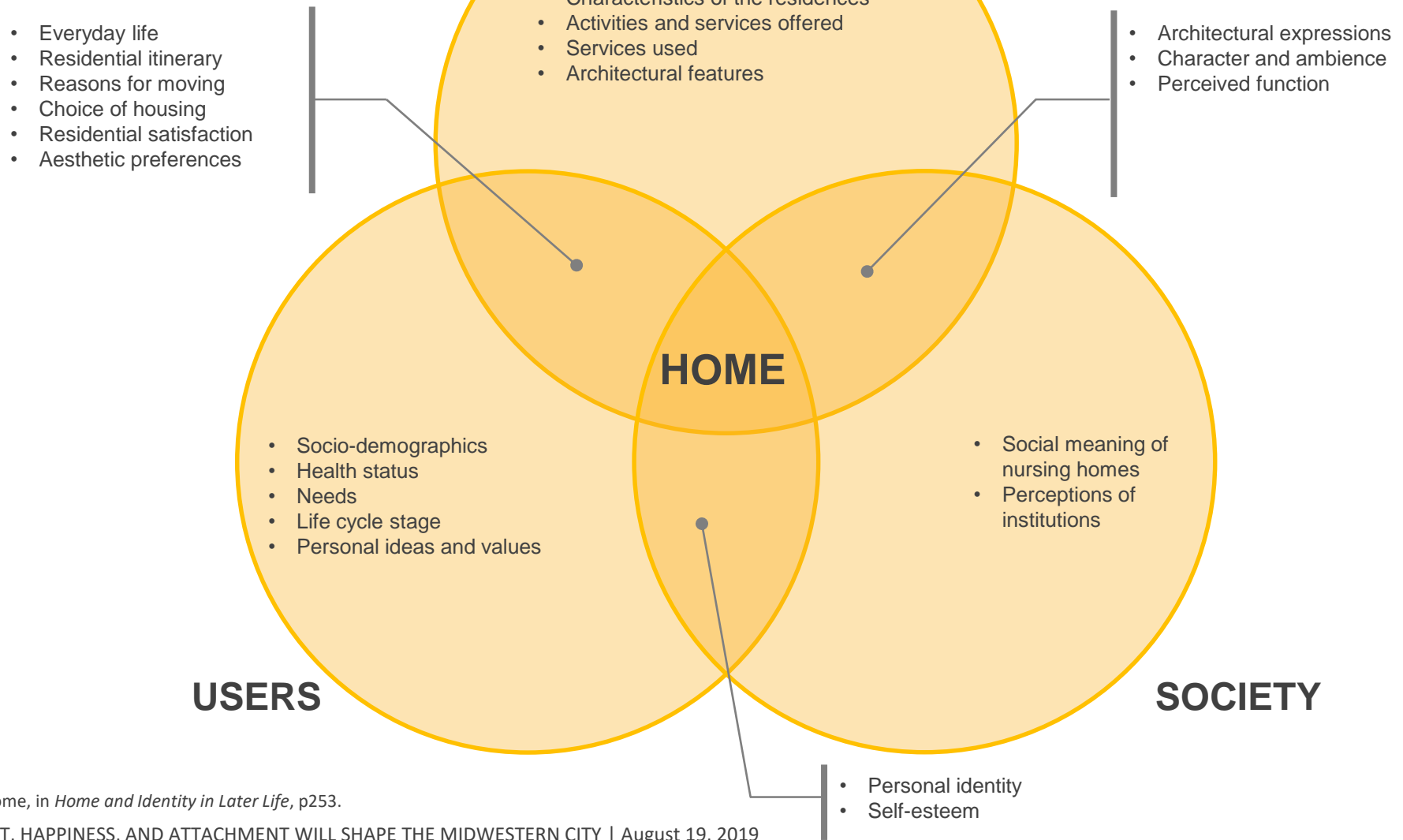


IDENTITY VS. CONTROL
An elder’s home might be a comforting, familiar place even though it is becoming burdensome to maintain and unsafe (and therefore a source of anxiety).

SOURCE: AARP, Home and Community Preferences of the 45+ Population, November 2010

ENGAGEMENT MEANS EVERYTHING

Meaning of home for the elderly*

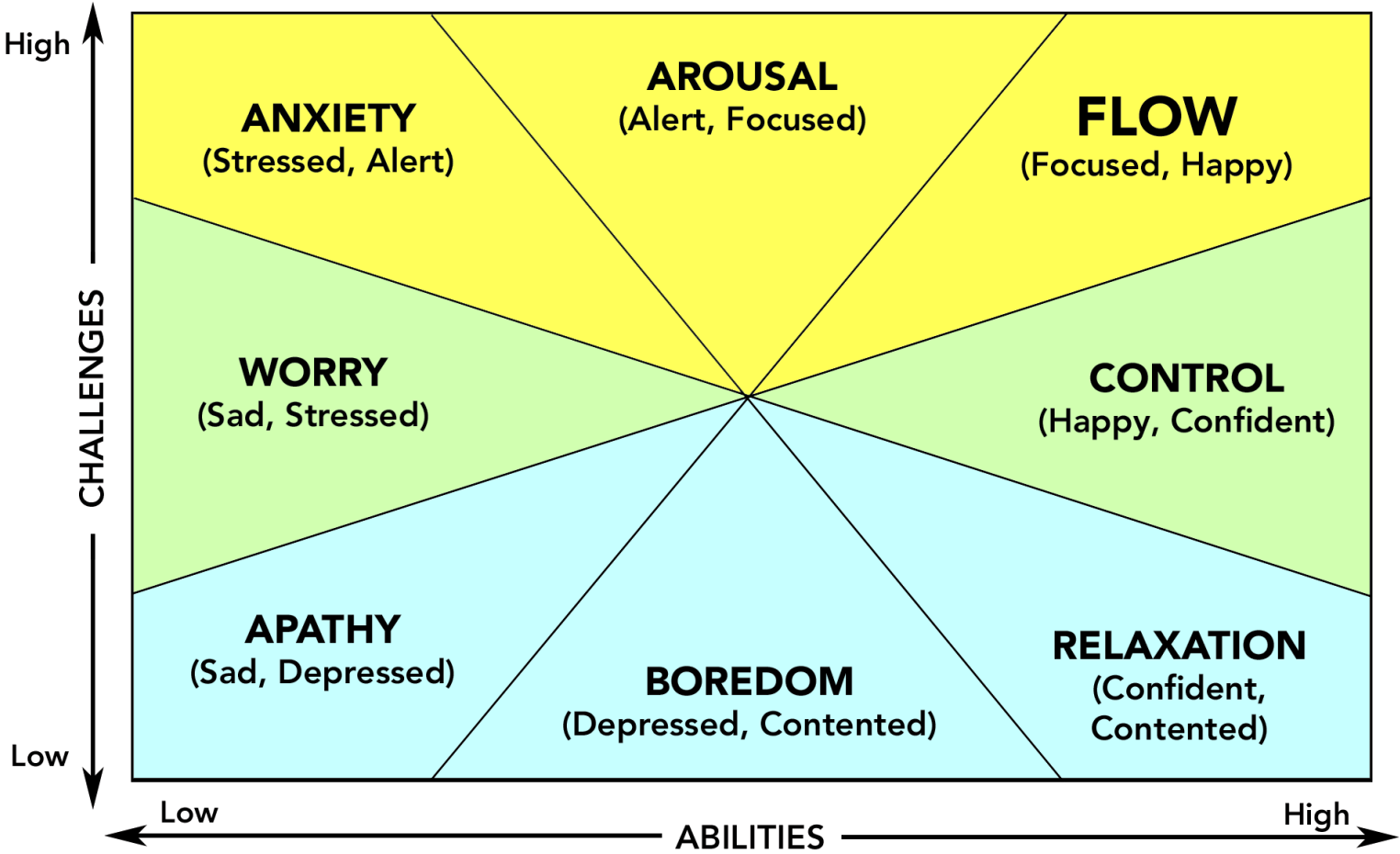


*SOURCE: Elaine Caouette, Image of Nursing Home, in *Home and Identity in Later Life*, p253.

ENGAGEMENT MEANS EVERYTHING



PLACEMAKING AND INTERPERSONAL VALUE




SOURCE: Mihaly Csikszentmihalyi, *Flow: The Psychology of Optimal Experience* (1990)

ENGAGEMENT MEANS EVERYTHING



BEHAVIORAL SYSTEM

The built environment is a behavioral system. Humans, by nature, are dramatically impacted by our surroundings. ***Where*** we live changes ***how*** we live.

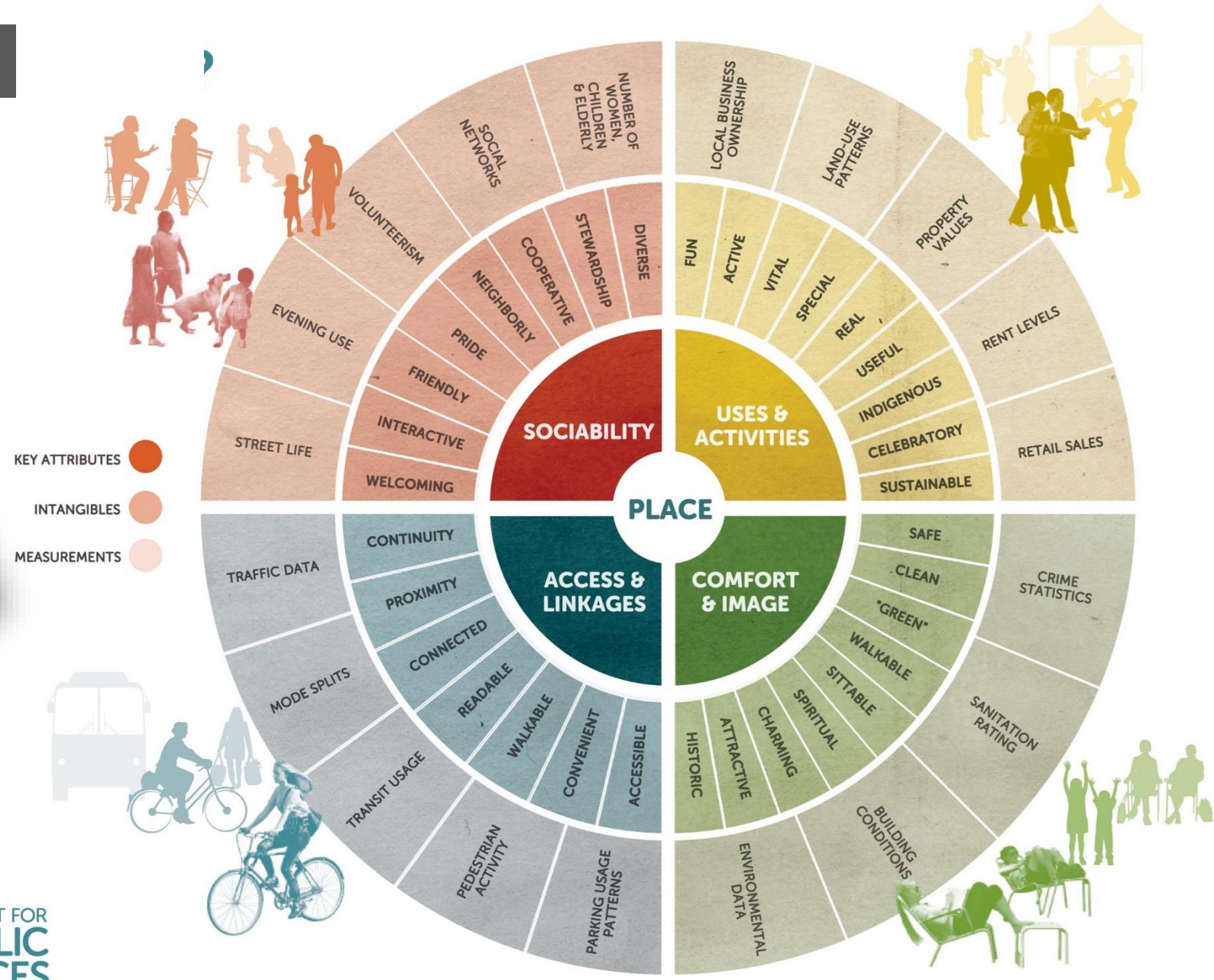
A close-up photograph of a kitchen countertop. In the foreground, two apples are visible: one is bright red and the other is yellowish-red. A black-handled apple peeler with a silver metal head is positioned between the two apples. The background is softly blurred, showing a kitchen sink and faucet. The overall lighting is warm and focused on the fruit and peeler.

Effective transformational strategies
require us to understand the difference
between outputs and outcomes.

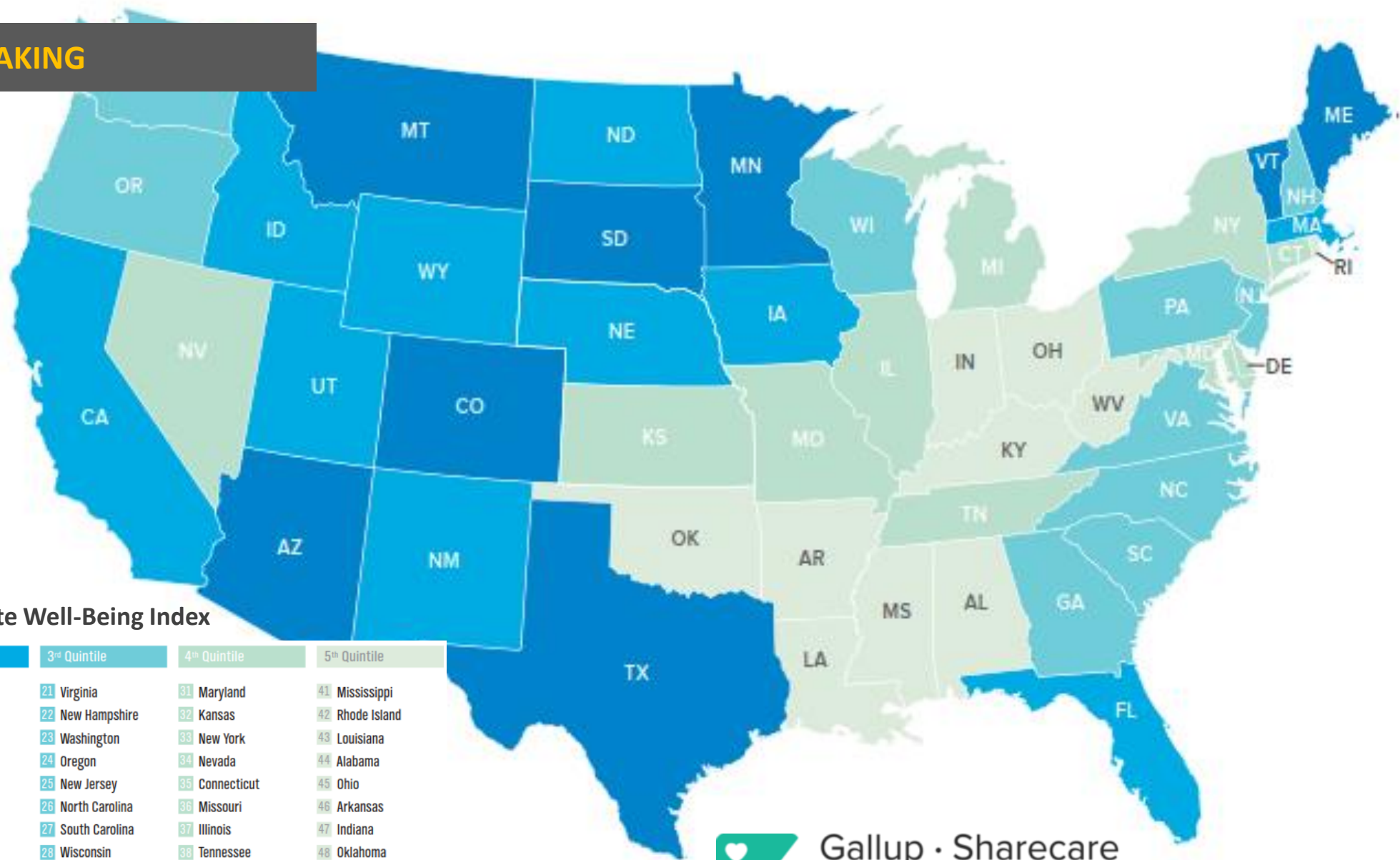
The background features a complex, abstract pattern of overlapping circles and lines in a light beige or gold color. Within these circles, the numbers 1, 2, 3, and 4 are scattered throughout, some appearing in larger, darker circles and others in smaller, lighter ones. The overall effect is a sense of interconnectedness and complexity.

INCLUSIVE PLACEMAKING

HEALTHY PLACEMAKING



HEALTHY PLACEMAKING



2016 State Well-Being Index

Top Quintile	2 nd Quintile	3 rd Quintile	4 th Quintile	5 th Quintile
1 Hawaii	11 Florida	21 Virginia	31 Maryland	41 Mississippi
2 Alaska	12 Wyoming	22 New Hampshire	32 Kansas	42 Rhode Island
3 South Dakota	13 California	23 Washington	33 New York	43 Louisiana
4 Maine	14 Massachusetts	24 Oregon	34 Nevada	44 Alabama
5 Colorado	15 Nebraska	25 New Jersey	35 Connecticut	45 Ohio
6 Vermont	16 North Dakota	26 North Carolina	36 Missouri	46 Arkansas
7 Arizona	17 Utah	27 South Carolina	37 Illinois	47 Indiana
8 Montana	18 Idaho	28 Wisconsin	38 Tennessee	48 Oklahoma
9 Minnesota	19 Iowa	29 Georgia	39 Michigan	49 Kentucky
10 Texas	20 New Mexico	30 Pennsylvania	40 Delaware	50 West Virginia








For more see <https://wellbeingindex.sharecare.com/>

HEALTHY PLACEMAKING



The Gallup-Healthways Well-Being Index

Gallup and Healthways have developed a comprehensive, definitive source of well-being measurement, the Gallup-Healthways Well-Being Index. This scientific survey instrument measures, tracks and reports on the well-being of populations. The five essential elements of well-being are:

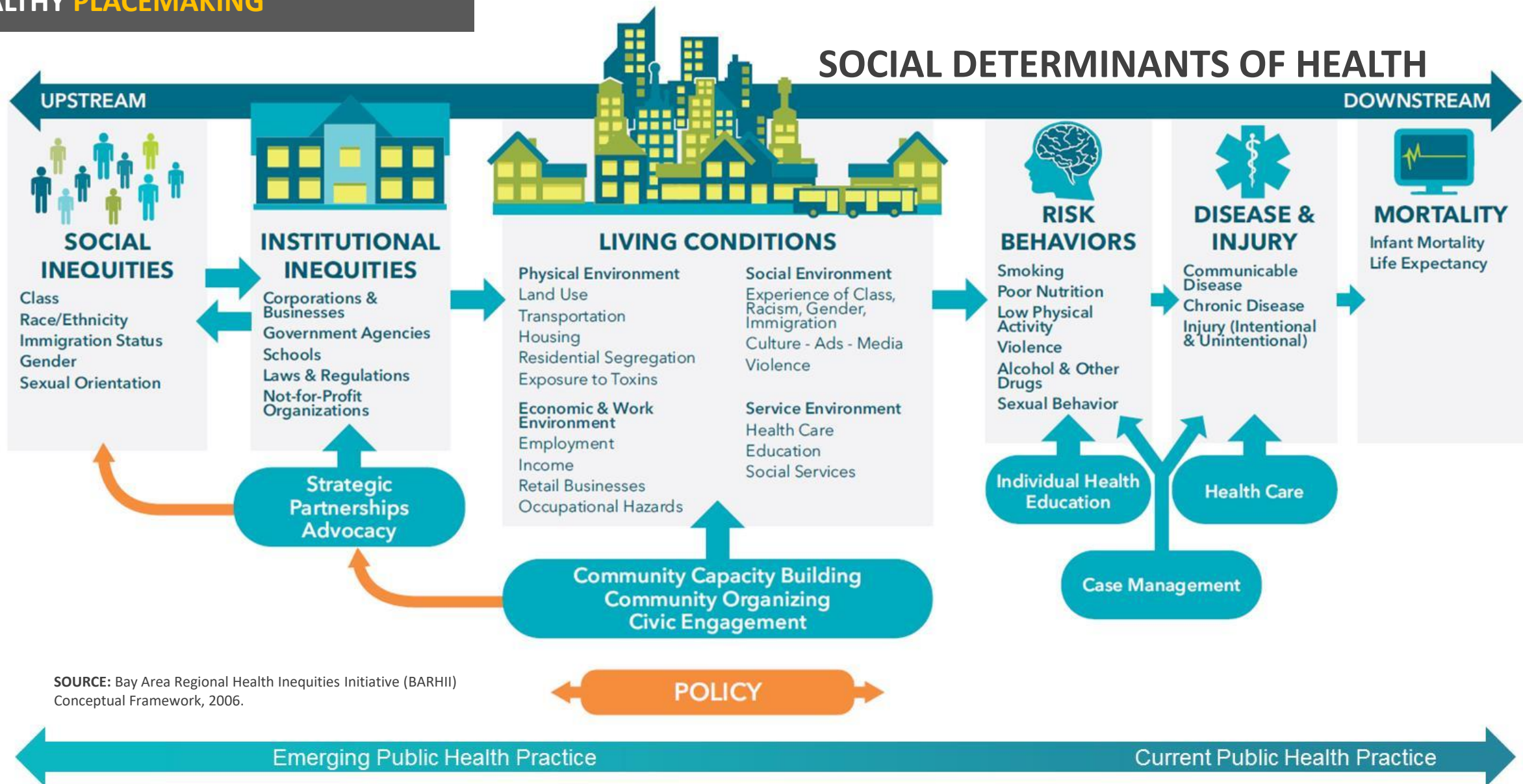
-  **Purpose:** liking what you do each day and being motivated to achieve your goals
-  **Social:** having supportive relationships and love in your life
-  **Financial:** managing your economic life to reduce stress and increase security
-  **Community:** liking where you live, feeling safe and having pride in your community
-  **Physical:** having good health and enough energy to get things done daily

For more see <https://wellbeingindex.sharecare.com/>

HEALTHY PLACEMAKING



HEALTHY PLACEMAKING



SOURCE: Bay Area Regional Health Inequities Initiative (BARHII) Conceptual Framework, 2006.

How livable is your community?

enter your address, city, state or zip code



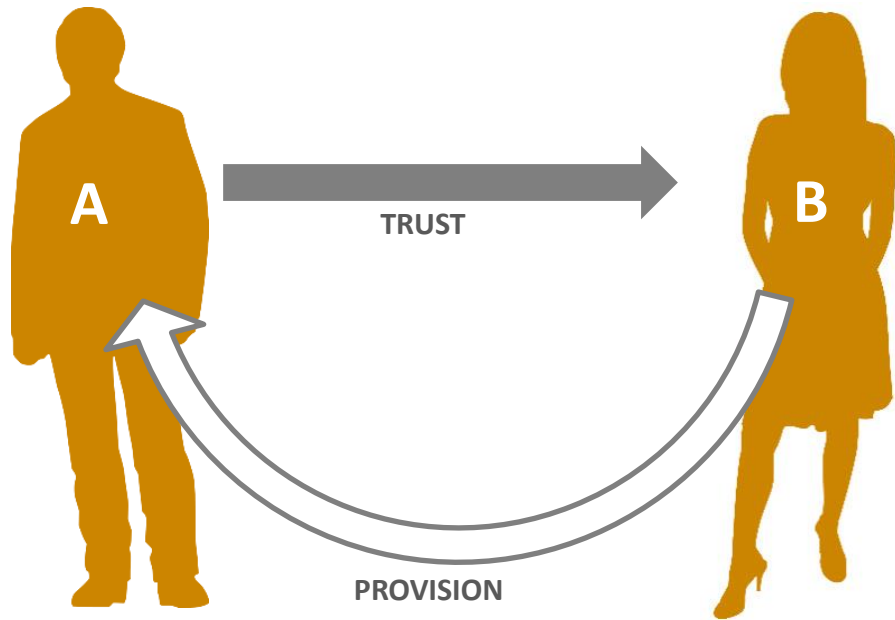
housing affordability

LEARN MORE

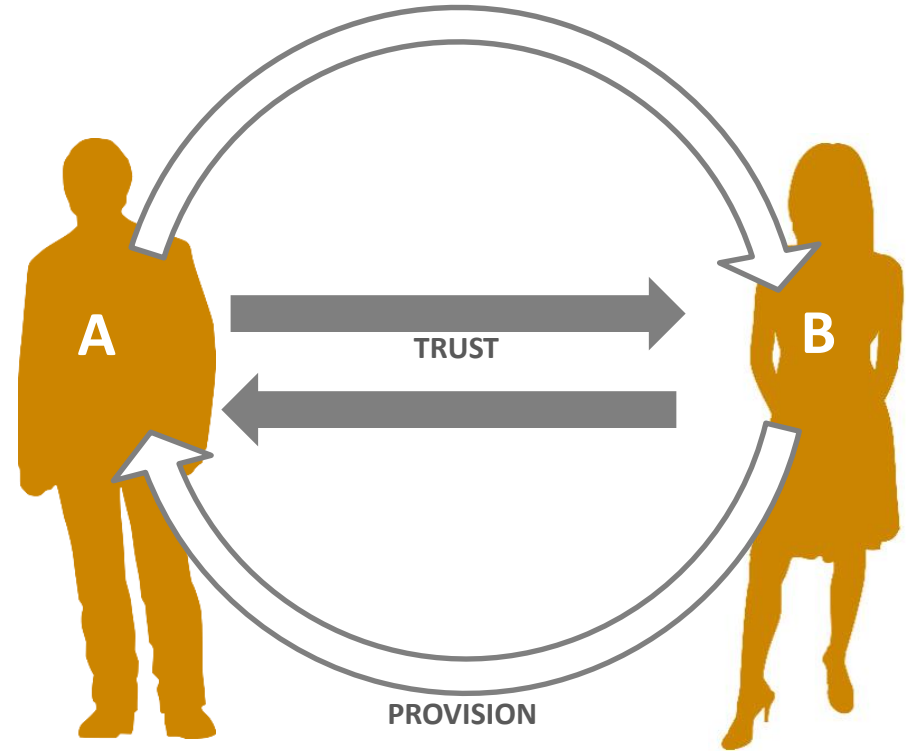
The Livability Index scores neighborhoods and communities across the U.S. for the services and amenities that impact your life the most.

SOURCE: <https://livabilityindex.aarp.org/>

THE POWER OF RECIPROCITY



VS.



CONSUMERISM

A hospitality-based relationship highlights the trust we have in a service provider (e.g., waiter, doctor, contractor, social worker).

COOPERATION

A reciprocal relationship highlights the trust two people have in each other, valuing and accepting services to be exchanged frequently.



THE POWER OF RECIPROCITY

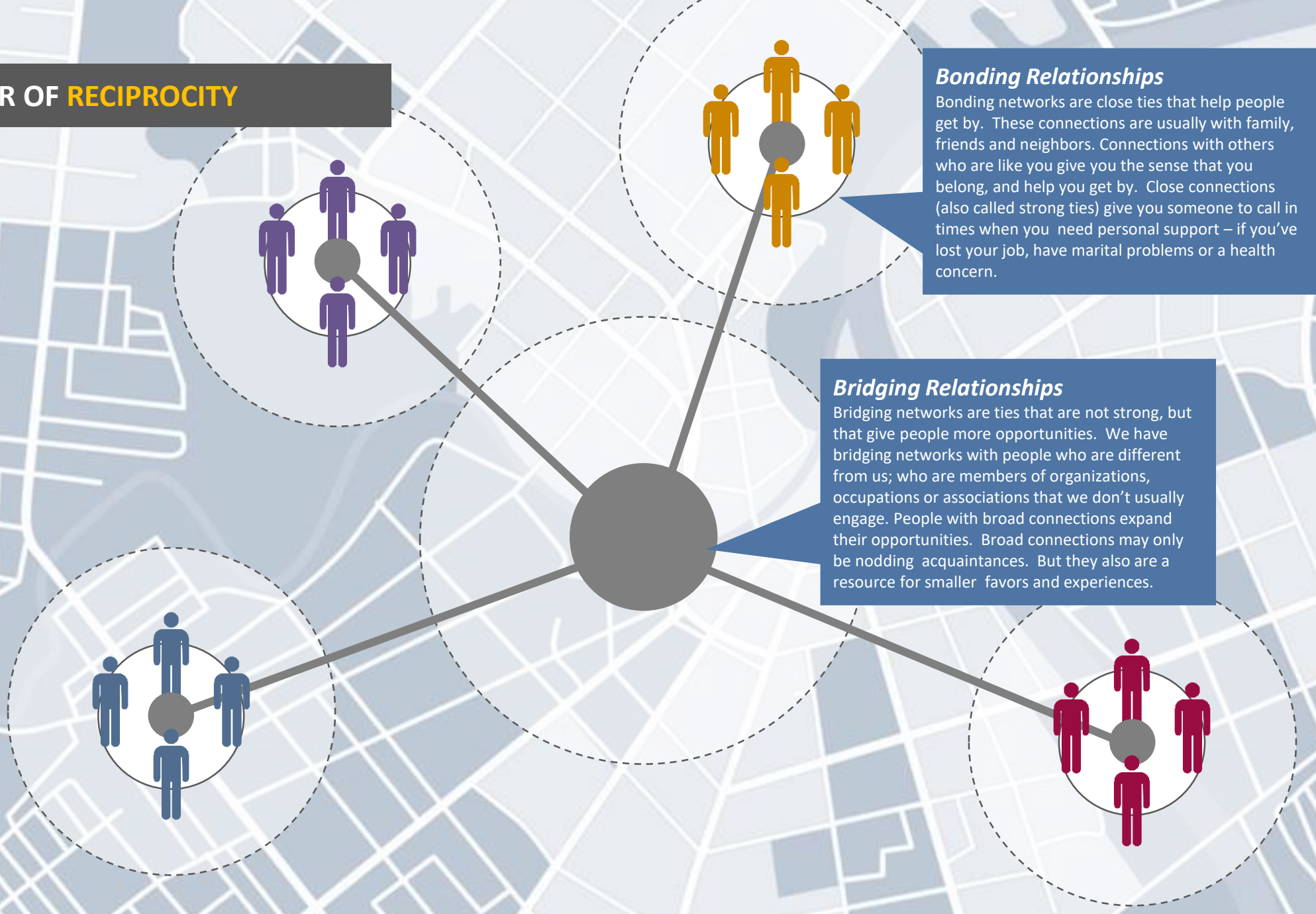
“Commerce, trade, and exchange make other people more valuable alive than dead, and mean that people try to anticipate what the other guy needs and wants. It engages the mechanisms of *reciprocal altruism*, as the evolutionary biologists call it, as opposed to raw dominance.”

- Steven Pinker

reciprocity requires trust

which can only be earned in repetitive relationships (i.e., reputation)

THE POWER OF RECIPROCITY



LEVERAGING **THIRD PLACES**



1. HOME

The home provides us our sense of control by offering a shelter for our sense of belonging and memory. *It's the realm of privacy.*

2. WORK

Our chosen task (whether work or volunteerism) strengthens our identity and validates our talents. *It's the realm of purpose.*

3. HUB

Social hubs provide us our ability to network with family, friends, and peers while exposing us to repetitive experiences that generate trust in others. *It's the realm of fellowship.*



LEVERAGING THIRD PLACES




BOOKS vs. BURGERS



16,766
PUBLIC LIBRARIES IN THE U.S.



14,157
MCDONALD'S IN THE U.S.

 = 1,000 libraries
 = 1,000 McDonald's

LEVERAGING THIRD PLACES

THE OPPORTUNITY FOR LIBRARIES



support patrons in *identifying* health insurance resources



support patrons in *locating and evaluating* free health information online



support patrons in *understanding* specific health or wellness topics



support patrons by *offering* fitness classes



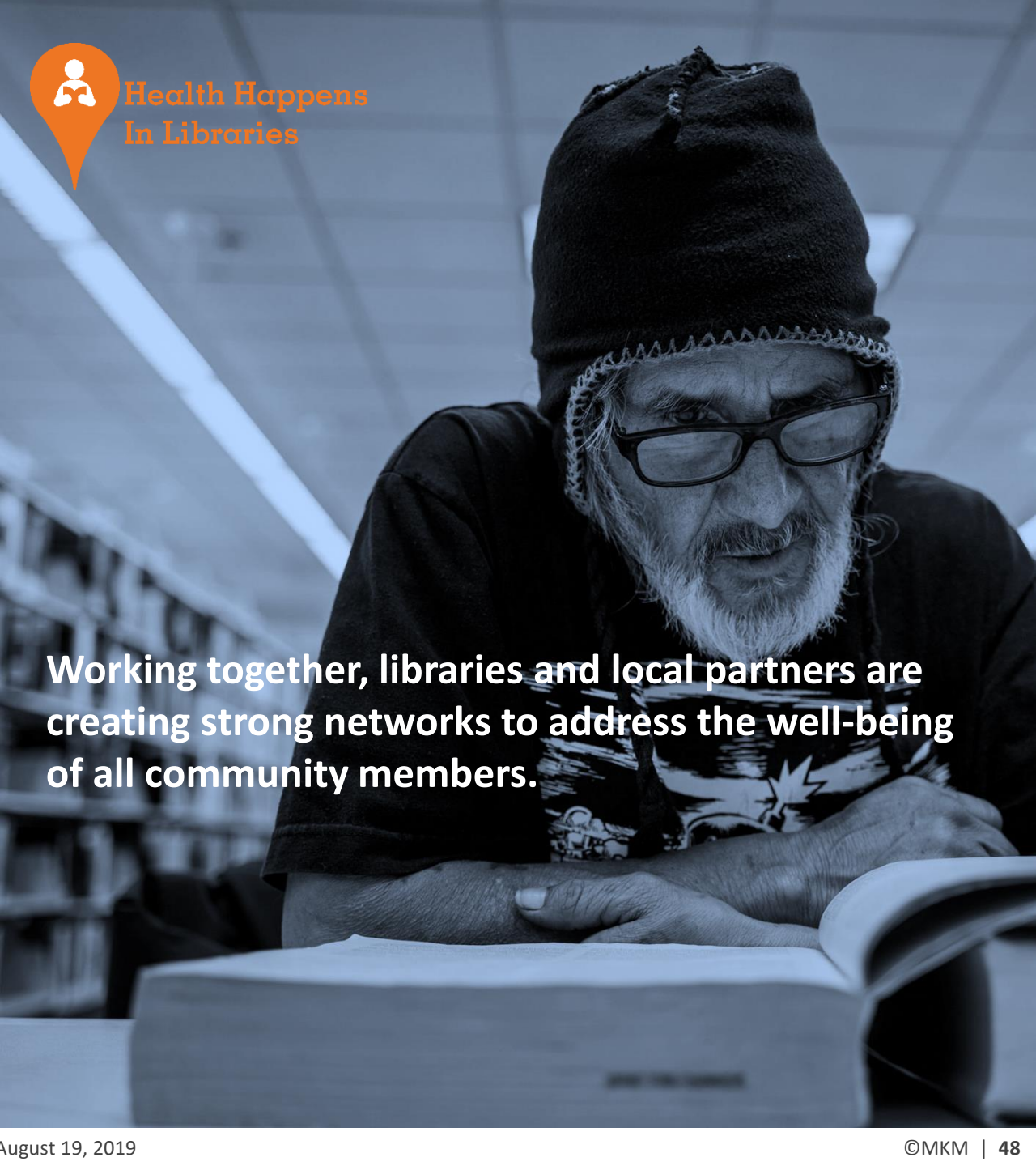
18% of libraries bring in healthcare providers to offer limited healthcare screening services



35% of those screenings include referrals to appropriate health and social service agencies



Health Happens In Libraries



Working together, libraries and local partners are creating strong networks to address the well-being of all community members.

SOURCE: Health Happens in Libraries, <http://www.webjunction.org/content/dam/WebJunction/Documents/webJunction/2016-01/health-heroes.pdf>

“Main Street public libraries became local agents, physical and figurative, through which their communities’ citizens – elite as well as common – accomplished two tasks for local harmony. First, the libraries **provided public space to demonstrate and teach social behaviors and responsibilities** acceptable to the community. Second, they provided literary space through collections and services that **offered models for successful living, problem solving, and an orderly life** at the same time they peacefully mediated a set of ever-shifting cultural values constantly influenced by inside and outside forces.”

-Wayne Wiegand

“Main Street Public Library,” *American Libraries Magazine*, September/October 2011, p. 16

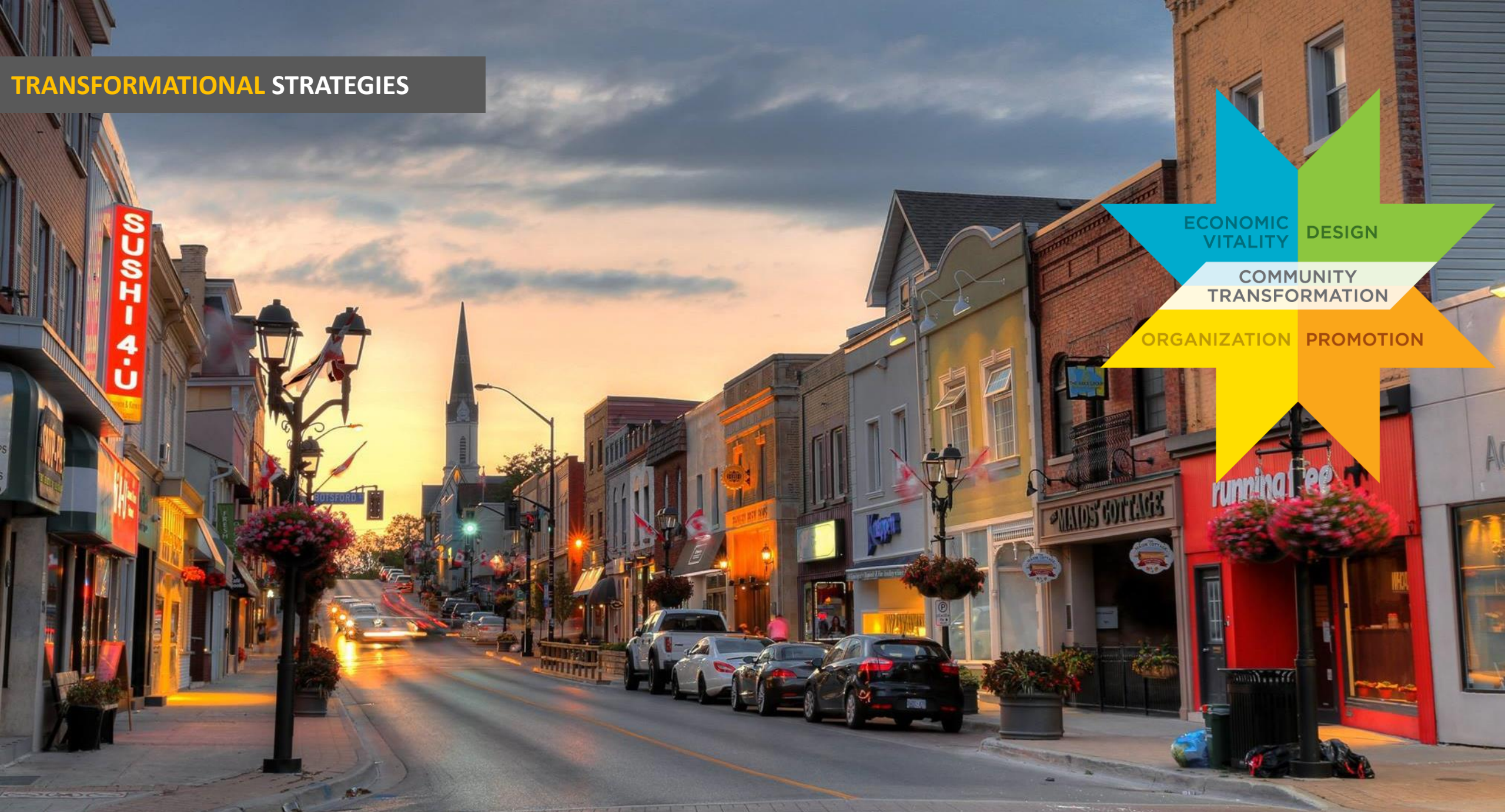
LEVERAGING THIRD PLACES



Last year, a branch of the Philadelphia Free Library was transformed into the South Philadelphia Community Health and Literacy Center. The building has not only a traditional library but also a pediatric and primary care clinic on the top floors (seeing 30+ people per day).

SOURCE: Matt Quinn, *For the Poorest and Sickest, Librarians Often Play Doctor*, January 9, 2017, <http://www.governing.com/topics/health-human-services/gov-libraries-health-care-philly-pew.html>

TRANSFORMATIONAL STRATEGIES



ECONOMIC
VITALITY

DESIGN

COMMUNITY
TRANSFORMATION

ORGANIZATION

PROMOTION



THANK YOU.