

Austin, Texas



MONICA CROWLEY
DIRECTOR OF COMMUNICATIONS AND COMPLIANCE, CENTRAL HEALTH

Monica Crowley is an advocate with 20 years experience representing government entities, nonprofits, and corporations in legal and public policy matters. Her expertise includes: health care reform, state and federal Medicaid and Medicare policy, health care regulatory trends and changes in the law, white collar fraud enforcement, civil forfeitures, governmental affairs, community and stakeholder engagement, developing relationships and building collaborations across diverse constituencies, and documentary film production.



SLY MAJID
CHIEF SERVICE OFFICE, CITY OF AUSTIN

Sly's role focuses on increasing the quality of life for all Austin residents through enhancing community service, volunteerism, philanthropy, and engagement. Through his efforts the city of Austin has engaged thousands of residents in issues ranging from middle school tutoring to veterans support. Prior to serving as the chief service officer, Sly was the executive director of Eastside Community Connection—a local nonprofit organization that engaged college students in intensive internship experiences where they applied their academic interests to a nonprofit. Sly's vision for the future is to make Austin the model community for service through innovation, collaboration, and neighborhood building.



SARAH MALM *team co-lead*
SENIOR DIRECTOR FOR STRATEGY AND BUSINESS DEVELOPMENT, CENTRAL HEALTH

Sarah Malm has developed communications and business strategies for corporate, nonprofit and governmental clients in over 25 countries. At Central Health, she directs strategic planning and infrastructure projects including the reuse and redevelopment Central Health's 14-acre Brackenridge Campus. Sarah received a Bachelor of Arts in political science from Middlebury College and a Master of Business Administration from the University of Texas at Austin. She started her career as a legislative assistant to U.S. Senator Paul Simon of Illinois, and is a veteran of several political campaigns.



JANA MCCANN *team co-lead*
CEO, MACCANN ADAMS STUDIO

Jana is an architect/urban designer and CEO of McCann Adams Studio. Formerly with Roma Design Group of San Francisco and an urban design officer for the City of Austin, she has experience in pedestrian, bicycle and transit facility design; transit-oriented development planning; and streetscape and public space design. Her firm is involved with transportation/streetscape and parks and trails master planning throughout Central Texas. McCann is a graduate of The University of Texas School of Architecture. She holds a Graduate Diploma with distinction from the Architectural Association in London. She is a fellow of the American Institute of Architects.



PETER MULLAN
CEO, WALLER CREEK CONSERVANCY

Peter Mullan is the chief executive officer of the Waller Creek Conservancy in Austin, which leads the preservation, redevelopment and maintenance of Waller Creek as a revitalized public open space. Previously, Peter was the executive vice president of Friends of the High Line, a New York City-based nonprofit dedicated to developing public spaces. An architect by training, from 1997 to 2004, he was a designer at Polshek Partnership Architects, where he led a series of master planning and design projects for universities and cultural institutions. Peter is a graduate of Princeton University and the Yale School of Architecture, where he was the recipient of the Alpha Rho Chi medal for leadership.



LINDA S. WATSON
PRESIDENT/CEO, CAPITAL METROPOLITAN TRANSPORTATION AUTHORITY

Linda Watson has more than 25 years of transportation experience in Orlando, Corpus Christi, and Fort Worth. Before serving as President and CEO of Capital Metro, Linda was CEO of LYNX, the Central Florida Regional Transportation Authority in Orlando. She served as the general manager of the Corpus Christi Regional Transportation Authority and was the assistant general manager of the Fort Worth Transportation Authority. She is an alumna of Leadership Texas, Leadership Fort Worth, Leadership Corpus Christi and Leadership Orlando. She graduated from the University of Texas at Arlington with a B.A. in Political Science and an M.A. in Urban and Regional Affairs.



PATRICIA YOUNG BROWN
PRESIDENT/CEO, CENTRAL HEALTH

Patricia Young Brown has led Central Health since 2005. Previously, she served as CEO of Austin's Community Care Services Department. She is chair of Teaching Hospitals of Texas, a nonprofit association of state, public and nonprofit health systems. She served a four-year term as president of the Integrated Care Collaboration, a regional collaboration of health care providers that serve the uninsured and underinsured in Central Texas; she now serves as Chair. She worked for the Seton Healthcare Family in a variety of managerial positions as well as for Arthur Andersen and Co. She holds a BS in accounting from the University of Denver and is a Certified Public Accountant.

Central Health Brackenridge Campus



Central Health Brackenridge is a 14.3-acre medical campus contiguous to a medical school, teaching hospital, the Waller Creek Park system and the Central East area of downtown Austin, a residential, ethnically-mixed neighborhood. Central East Austin is experiencing rapid growth and pressure from gentrification as the northeast downtown area is pursuing high-density development projects and planning for an innovation zone.

In 2014, Central Health initiated a master planning process for the Brackenridge campus to address the significant changes occurring in the delivery of health care. The master plan is intended to provide a long-term redevelopment program for the land and buildings on the campus that sustains Central Health's mission to provide access to health care for those who need it most. The area has completed an assessment phase and is undergoing a community and stakeholder input process. Equity and resilience are already essential components for the successful redevelopment of this community asset.

Why this Neighborhood?

As plans progress to improve Austin's transportation infrastructure and bolster the city's urban transit system, the redevelopment of the Brackenridge Campus presents the opportunity to create a vibrant and sustainable hub supporting health, innovation, conservation and community. Austin is in a period of economic growth, but many residents are not benefitting. Many are priced out of Central Austin and losing access to housing, jobs and services. The Campus development has the potential to provide affordable housing and enhance mobility options with a new street grid and access points to services. It will support the medical school and new teaching hospital and the planned innovation zone with new facilities such as wet labs and incubator space. Mixed-use development may include a hotel, entertainment, cafes and retail that will provide new jobs. Using a sustainable development approach, Central Health has the opportunity to set a standard in sustainable design and development and influence the direction of future development across the city.

top 3 **Neighborhood PRIORITIES:**

1. Advancing Central Health's efforts to provide access to health care to those who need it most and promote Travis County as a model healthy community.
2. Promoting uses and programs at the Central Health Brackenridge Campus that support the short- and long-term fiscal stability of Central Health and deliver returns for the citizens and taxpayers of Travis County.
3. Strengthening and expanding relationships with health and wellness providers, collaborate with other public-sector entities, and help advance the goals of the larger community.

top 3 **Neighborhood CHALLENGES:**

1. Replace the current revenue stream from the rental of facilities on the Campus with other, revenue-producing activities that are consistent with Central Health's Guiding Principles of mission, stewardship and partnership.
2. Integrating and balancing the interests of adjacent stakeholders, including UT, City of Austin, Downtown and Central East Austin neighborhoods, the Waller Creek Conservancy - within the final Central Health Brackenridge Campus Master Plan.
3. Establishing performance-based sustainability metrics that contribute to the "measure of success" for the broader project.