THE BROOKFIELD RESIDENTIAL VISION

Creating the best places to call home goes beyond the homes we build. Brookfield Residential is building communities for life. The experiences and spaces we create have the potential to make a real difference in people's lives. We aim to work directly with our residents to understand their experiences so that we can create evidence-based solutions for the everyday challenges of living in a developing community.

BETTER TOGETHER

Brookfield Residential is embarking upon a ten year longitudinal study with Vivo for Healthier Generations. We are working side by side with our residents to help them live healthier, more connected lives. Our focus is on livability: the dimensions essential in any community that improve overall quality of life. We are developing, testing, and measuring livability to create a Livability Framework that can be implemented in our community planning process.

Driven by nationwide statistics that show increasing levels of isolation and the decline of physical fitness in Canadian children, Vivo is on a mission to help Canadians achieve their optimal health. Statistics Canada recognizes that sense of community-belonging is highly correlated with physical and mental health. We can achieve Brookfield Residential's mission to create ways and places for people to belong by addressing health, design, and care in our communities. Together, our grassroots approach to community betterment will have a nationwide effect.

32% of Canadians

29% of Albertans

25% of Calgarians

26% of Brookfield residents

Feel a strong sense of belonging in their local community

WELCOME TO LIVINGSTON

A NEW COMMUNITY CASE STUDY

This is the first livability case study involving our earliest residents. Livingston is Brookfield Residential's newest community in Calgary's north. The first homeowners moved in during February 2017 with an anticipated population of 30,000 people.

GOALS OF EVALUATION

Our goal was to establish a baseline understanding of how our earliest residents live, interact and play.

METHODOLOGY

Through Vivo's partnership with Mount Royal University, families were interviewed in-person to gain a personal account of their experiences. Wearable accelerometers tracked how residents moved through day to day life. Systematic observation was conducted in other Brookfield Residential communities to gather information about how people use parks and green spaces.

LIVABILITY BASELINE

WHAT HAVE WE LEARNED?

41%

OF RESIDENTS INVESTED IN LIVINGSTON BECAUSE GREEN SPACES HAD BEEN PLANNED

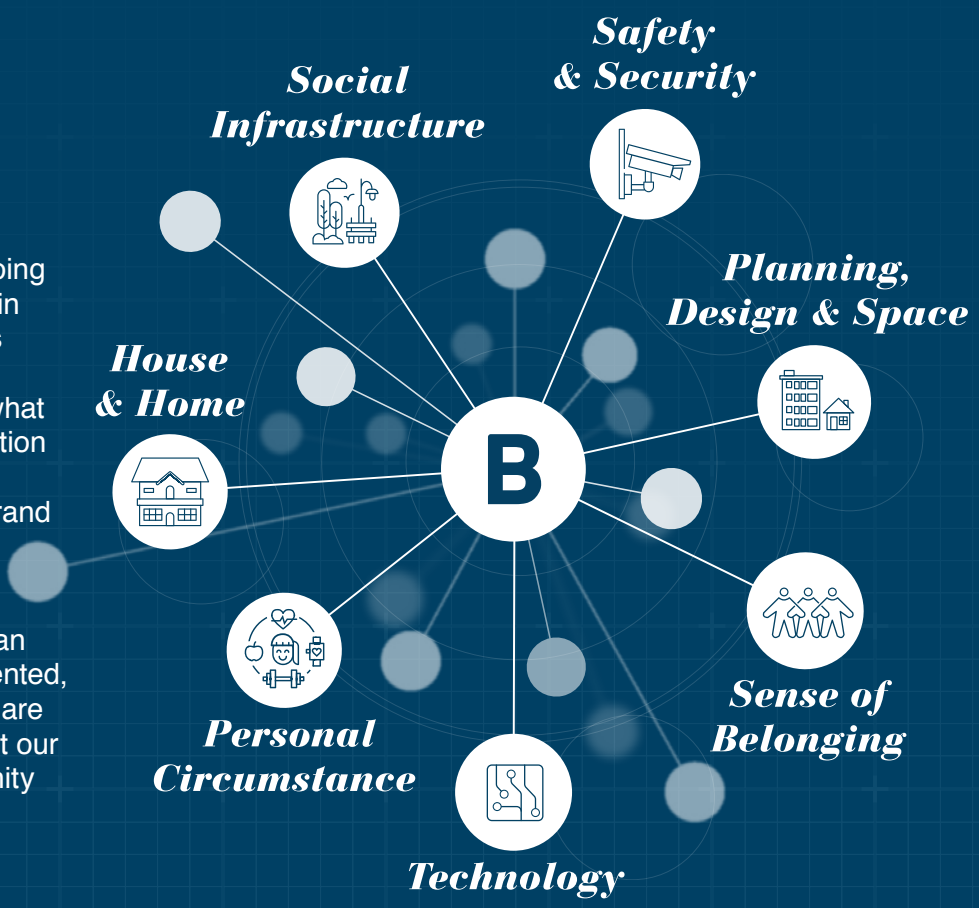
Overall satisfaction with the current environmental appeal was low. However, there was a fair degree of trust in the community master plan. Frustrations about the lack of public transport connected a desire for both functionality and beauty.

LIVABILITY FRAMEWORK

DEVELOPING FOR A LIFETIME

The Livingston study contributes to ongoing quality of life research being conducted in several regions and communities across North America. This research provides insights that go beyond understanding what our residents value. It provides a foundation for achieving sustainable community development, Brookfield Residential's brand promise, continuous improvement, and partnerships that improve quality of life.

These dimensions are the beginning of an evolving framework that can be implemented, tested and measured to determine if we are making a difference. The results will shift our processes and perspectives as community builders. Then, we will test again.



23%

OF RESIDENTS CHOSE LIVINGSTON BECAUSE OF THE BROOKFIELD RESIDENTIAL EXPERIENCE

Some residents based their buying decision on our positive reputation, considering it a good investment to live in a Brookfield Residential community. Factors like distance from the city and access to main roads, amenities, and the airport also influenced decisions to invest.

12,234

THE AVERAGE NUMBER OF STEPS LIVINGSTON ADULTS TAKE PER DAY

Residents engage in higher levels of moderate to vigorous physical activity compared to the national average of 8950 steps/day. More natural outdoor spaces are needed and are considered equally as important as manufactured play areas.

22%

OF LIVINGSTON RESIDENTS FEEL NEIGHBOURS ARE JUST ACQUAINTANCES

Most residents do not know their neighbours. Some believe that they will get to know their neighbours better when winter ends and construction slows. Many did not feel safe letting their children play outside because of traffic and construction.

85%

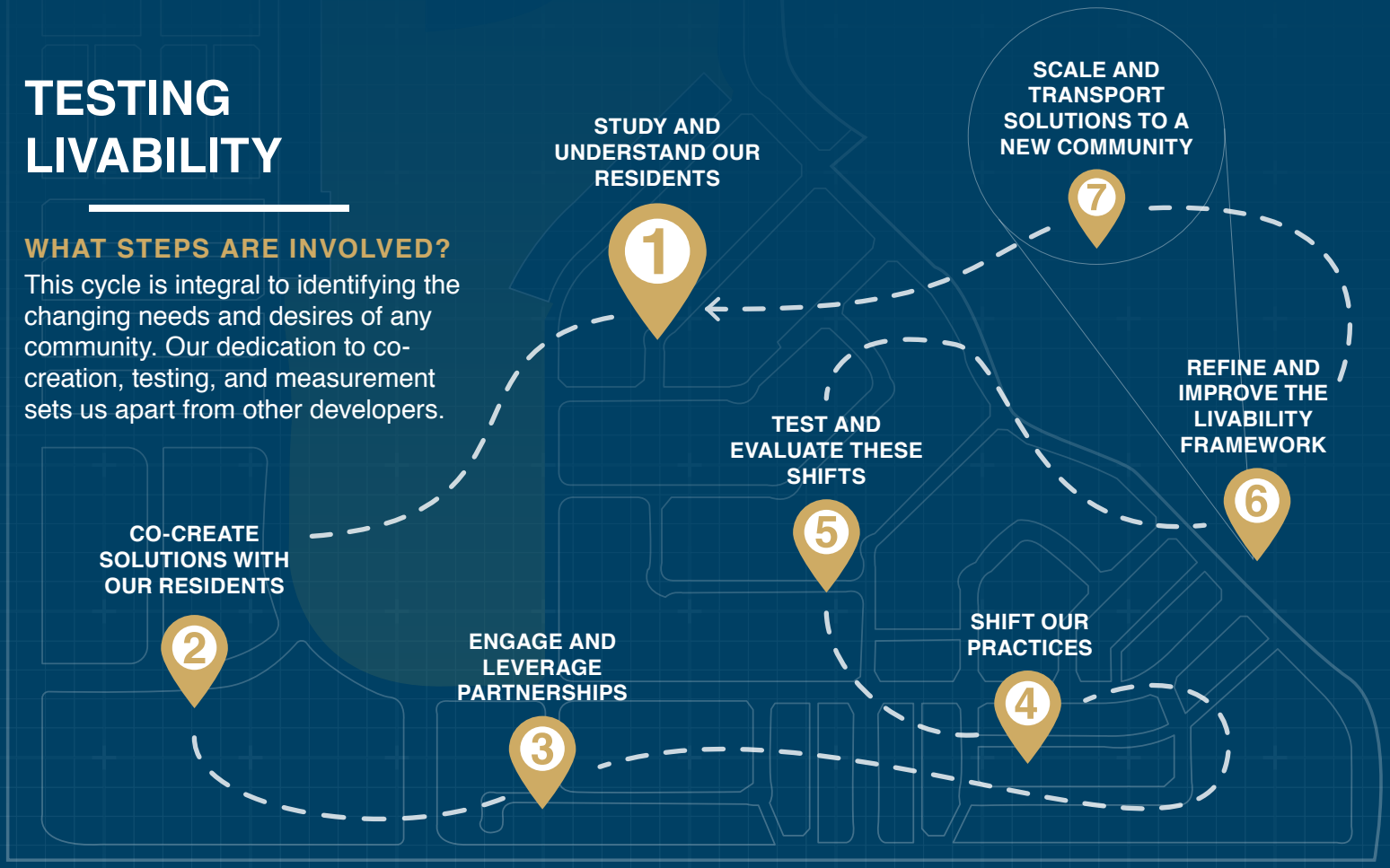
HAVE ENCOURAGED FRIENDS AND FAMILY TO BUY IN THE AREA

Every Livingston family felt at home in their new house, even though they had not been there for long. Most residents have long term plans to stay in Livingston and were striving to develop a sense of belonging in their new community.

TESTING LIVABILITY

WHAT STEPS ARE INVOLVED?

This cycle is integral to identifying the changing needs and desires of any community. Our dedication to co-creation, testing, and measurement sets us apart from other developers.



WHAT'S NEXT?

TAKING ACTION: THE NEXT 5 YEARS

RESIDENTS

"Helping people make healthier choices everyday"

- Track physical activity and engage residents on a personal level to stay in touch with their needs.
- Engage Vivo's Play Ambassadors to encourage outdoor play.
- Organize community and cultural events that prelude the building of the HOA and encourage early connections with neighbours.

COMMUNITIES

"Re-imagining our communities"

- Create natural outdoor play areas such as a pump track and cross-country ski area.
- Leverage and activate HOAs as a way for people to create their own sense of belonging.
- Test, measure and evaluate these changes as part of the journey to a new community model.

SYSTEMS

"Working together for maximum impact"

- Shift to a wholistic planning approach that is proactive, refined, and evidence-based.
- Strengthen bonds with local government and position the Livability Framework as the new standard of excellence for developers.
- Broaden our reach by bolstering partnerships that support healthier, more connected communities.

MEASURES OF SUCCESS

We aim to move the needle on overall feelings of belonging in Brookfield Residential communities by 10% in the next 5 years. As a result, the sales and marketing teams will be able to communicate this shift as a community value proposition.

More than 50% of early residents will express satisfaction with environmental appeal, even in the first stages of neighborhood development. Residents will recognize and value the changes we make, becoming advocates for their communities and for the Brookfield Residential experience. As others begin to tell our story through social media, press, and referrals, there will be increased awareness that Brookfield Residential is making a larger impact. This awareness coupled with a streamlined community model will allow us to leverage the customer experience to enhance returns to shareholders.

We are committed to continued resident-driven testing and evaluation that will shift not only our own processes, but those at a governmental level. We have the opportunity to make a nation-wide impact on health and sense of belonging by addressing these issues directly in our communities.

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