The WELLbeing of a City is measured by its ability to implement programs today for a long term vision of a better tomorrow. Current systems forgo sustainability for short term productivity. What seems like efficient systems are in effect, highly disorganized quick fixes that fail to see the need for long term solutions. Successful models of integrated infrastructure need to take initiatives to encourage efficiency, productivity, and sustainability.

At its core, our proposal seeks to generate strategically integrated, symbiotic networks for rebuilding cities and communities to promote sustainability, productivity, and efficiency. The WELLness Campaign aims to improve and integrate the way we Work, Eat, Live, and Link. Systemic WELLness is derived from developing healthy systems that provide long-term solutions and encourage prolonged behavioral change. Modifying our day-to-day activities, regarding how we work, eat, live, and link; can effect far-reaching change that fosters lasting results.

Support for the WELLness campaign will come from a variety of funding sources including federal, state, and local municipal authorities, non-profit organizations, and private developers. The feasibility of this proposal is founded on the creation of lasting partnerships between public authorities and communities. We hope that our proposal begins to interconnect multiple scales of government with creative design solutions to help advance our collective goal of making tomorrow better than today.
To WorkWELL is to find a better balance of work and life. The number of commuters who travel 90 minutes or more each way to get to work has nearly doubled since 1990. These extreme commuters are the fastest growing category of workers in America, spending at least a month out of the year getting to and from work. Our proposal seeks to alter this exchange by lessening the commute distance, reducing traffic congestion and pollution, and redistributing more hours to living life, not getting there.

Our proposal establishes offsite work hubs that allow employees to work closer to home at least once a week. With the rise of white collar workers and the ability to work remotely through virtual infrastructures, we believe that these work hubs will succeed in rebuilding cities and communities. Located throughout urban and suburban areas, these subsidized work hubs will assist businesses to provide employees the option of working “offsite”, thereby eliminating long commutes and time spent stuck in traffic.

Accessible by foot, bike, or car (we suggest walking or biking)
The goal of the work hub is manifold. Primarily, work hubs will reduce congestion by encouraging employees to walk, bike, or take public transportation to a hub location closer to their home. With mass participation, this program can effectively reduce traffic and carbon emissions, and make the commute easier for those who still have to go “on site”. Work hubs are adaptable to meet the needs of a suburban (freestanding) context or an urban infill within existing or newly created pocket parks. We believe that these work hubs will serve as incubators for small businesses adjacent to the hubs. Additional amenities would include a job center & work placement, IT support & equipment rental, learning center, and adult education curriculum.
To EatWELL is to rethink not only what we eat, but how we get the food that finds itself in our kitchens. Our goal is to shift agriculture from a centralized food production core to a system of regional and local food production networks. Meeting this goal requires both large and small scale transformations; including locally subsidized symbiotic farms as well as home gardening and composting to encourage sustainable and efficient models for growing safe and nutritious food.

- Food, Inc. 2009

The average food product travels about 1,500 miles to get to your grocery store.

- Food, Inc. 2009

THE MERITS OF SHIFTING AGRICULTURE
FROM POWER PLANTS TO GROWING PLANTS

A crucial part of the EatWELL initiative is to utilize and maximize existing infrastructures to build a more regional agricultural network. Using existing infrastructure can help reduce costs and make use of resources that are already in place.

To this end, we have proposed a Hyrdothermal Farm where clean and contained freshwater discharge utilized to cool power plants is reused to heat and irrigate greenhouses and lumber farms. Greenhouses will support symbiotic aquaponic agriculture along with lumber farms to cultivate regional and exotic stock for the building trades. Decommissioned cooling towers will be repurposed into city composting hubs.

We believe that this model of symbiotic agriculture at an infrastructural scale can be successful in both advancing regional agriculture production and encouraging the use of existing resources and infrastructure.

- COMPOST TOWER [FORMER COOLING TOWER]
- HOT PRESSURIZED H2O [ENTER]
- COOL H2O [EXIT]
To LiveWELL is to foster healthy lifestyles through exercise and recreation. With obesity rates skyrocketing, Americans need to start engaging in more physical activity, for both personal wellbeing and the wellbeing of the nation. Our proposal looks at ways to encourage people to engage in physical activity through leisure and recreation, while also utilizing existing infrastructures and underused sites. Repurposing underutilized land for this purpose will decrease costs and encourage the revitalization of potentially blighted cities and communities.

Almost 60% of adults do not engage in vigorous physical activity in their leisure time.

- National Center for Health Statistics

**LIVEWELL CENTER AMENITIES** At the local level, we are proposing fitness and wellness centers located within abandoned anchor stores at large shopping mall projects. As many large anchor stores close down, shopping centers have a huge void to fill to draw consumers to the center. A subsidized health and wellness center with full amenities including a gym, indoor basketball courts, indoor swimming pools, and an on-site nutritionist will draw interest and participation from mallgoers and fitness enthusiasts alike.
LANDFILL SKI RESORT  At the regional level, the LiveWELL initiative looks to repurpose post-industrial wastelands into recreational destinations. Landfill Ski Resorts are proposed along the Great Lakes where lake-effect snow can turn landfills into snow capped ski runs. Congruently, these sites are also located along the post industrial Rust Belt, turning these destinations into incubators for city revitalization. Our proposal seeks to bridge recreation and reclamation to create a leisurely approach to health and wellness.
The places you go to won’t change, but how you get there can. To LinkWELL is to create efficient networks by interlinking existing modes of transportation to provide streamlined solutions for somebody going from point A to point B. The goal is to reduce vehicular congestion through diversified transportation alternatives. Additional road building is not the answer but rather part of the problem.

Our proposal seeks to improve transportation flow by efficiently connecting multiple existing systems including cars, bicycles, public buses, water taxis, light rail, subways, and various municipal transportation services. Through road sharing, transportation integration, and short commute vehicles, we hope that our proposal encourages streamlined transportation connectivity.

Atlanta is a showcase for a phenomenon called “induced traffic”: the more highway lanes you build, the more traffic you get.

- The New Yorker, April 16, 2007: “There and Back Again,” by Nick Paumgarten

AMERICA: LAND OF TRANSPORTATION ALTERNATIVES
ROAD SHARING  To encourage the use of multiple transportation methods, it is vital to create roads that support a variety of transportation alternatives. Safely sharing the road between cars, buses, bikes, and pedestrians is vital in developing a long lasting model of road sharing. Minor changes in road types can support this goal, including a parking barrier that separates bike lanes from moving vehicles, and a dedicated lane for buses and high occupancy vehicles.

TRANSPORTATION INTEGRATION  Ease of connectivity between transportation methods can encourage long lasting behavioral change. Streamlined integration can be promoted with transit “corrals” that are located near transit hubs to connect public transportation, bicycles, light rail, and commuter vehicles. These corrals will offer public bike sharing services to encourage the use of bicycles as an efficient transportation alternative. Bus stop seating, vending machines and bicycle service cores for on-the-go repairs will be integrated into the corral, making these flyweight structures an ideal model for streamlined transportation integration.

SHORT COMMUTE VEHICLES  “Nearly half of all trips in the United States are three miles or less; more than a quarter are less than a mile.”¹ With so many excursions that are so close to home, our proposal seeks to educate and encourage people to use transportation alternatives other than commuter vehicles to run these short-distance errands. Short commute vehicles such as velomobiles, utility carts, and small engine scooters are efficient and healthy modes of short commute transportation. These vehicles can share the road with bicycles and other human powered vehicles in dedicated road lanes.  
