



**SESSION 4: THINKING FROM THE INSIDE OUT**  
**Panel 1 at 3 p.m. on the following: Designing for Merit**

**Presenter:** Eric Bill  
Chief Economist  
Autocase Economics

**BIO:** Eric Bill is the chief economist and leader of the research and economic advisory teams at Autocase Economics. The firm’s primary goal is to create a standardized suite of business case analysis tools to promote the development of more sustainable and resilient communities. Eric has extensive experience leveraging economic concepts and data analytics to incorporate sustainability, resilience, and social outcomes into decision-making for capital projects, programs, and policies across all infrastructure.

**PRESENTATION: Merit Based Decision-Making**

Not all infrastructure and real estate projects are created equally —each has varying design elements, costs, and impacts. Better decisions drive user, occupant, and community benefits—benefits to society and the environment (also called environmental, social, governance (ESG) impacts.) Understanding how project costs trade-off against these benefits provides insights to inform projects and policies toward optimal design, as well as allowing investment capital to be allocated.