

# GROUND TRUTHED VISION

## VISION

Right 2 Root™ is a community-oriented system to implement strategies and tools that address displacement of impoverished African American individuals and families in Portland.

It is a people-first approach that inquires into and acts on individuals' aspirations to influence urban neighborhood designs and community prosperity to achieve regional equity and social justice goals.

We offer a system to connect, capacitate and catalyze people who want to create and use new ideas to overcome serial poverty in urban areas. It is incubated and accelerated by partners who help shape urban development that sustains measures to lift communities from poverty.

## WHO

The Right 2 Root™ campaign is a Black/African American community-led Community RE/ Construction 3.0 Initiative cultivating capacity and building partnerships to advance innovative ideas and programs in urban areas for social, economic and ecological impact.

This process is meaningful to the community it serves as it creates pathways for innovation, maturing toward implementation specific to community-identified challenges.

## WHY

Now, big money and pioneering organizations—those on the front lines of all the wicked issues we're battling globally, from climate change to poverty to food insecurity—are placing major bets that design is the methodology that improves outcomes.

But in this new territory, how does the promising practice of social innovation design work, really, and how do we know? We see evidence, but no one has undertaken a comprehensive effort to create a process or set standards for measuring it from the user perspective so that we can prove it, adapt it more broadly and scale it.

Right 2 Root™ is a prototype template to establish new relationships and focused collaboration in specific areas of community disparity that require collective action to resolve.

## WHAT

Ultimately, with the guidance of the community, Right 2 Root™ is building a system that can include/ highlight the promising public health protocols, precedents and partnerships that make sustainable neighborhoods to benefit displaced Black/African American communities and others experiencing serial displacement; use innovative technology to track

meaningful success and progress indicators and metrics; capacitate community by democratizing and ground truthing data/collection; and leverage assets for collaborative ownership.

We are working to co-create culturally responsive ideas and upstream interventions that support recovery and resilience, and equitably allocate and distribute assets and services in communities across root areas (places where people made historic, stable, multigenerational communities—"The North"), and anchor areas (places where uprooted people are displaced to, awaiting return or hoping to develop new stable, diverse communities—"The Numbers").

## HOW

The approach is replicable because it builds capacity on top of strengths, demystifying planning tools amongst affected families and communities to empower them to collaborate with friends, neighbors and other partners to make impactful neighborhood improvements for African Americans.

## WHEN

This continuous, iterative community-based program is designed to recover from prior displacement-inducing shocks while hardening the urban form and incubating resilience to address future economic and ecological shocks to low-income people and communities of color.

