

RETURN ON INVESTMENT OF OUTCOMES

Gentrification is a housing, economic and health issue that affects a community's history and culture and reduces social capital. (CDC)

Though this report focuses on challenges facing communities of color in Multnomah County, it is important to also recognize these communities' many strengths. Communities of color have a wealth of protective factors, as well as histories of strength and resiliency.

Without these strengths, disparities would likely be worse. This report's findings supplement a number of analytical reports and data visualization tools that already exist, and call for investing resources and capacity to achieve better outcomes in communities where the data show the greatest need. Data and indicators increase societal awareness of disparities as persistent, yet reversible, problems that represent some of our community's most pressing challenges.

During Right 2 Root™'s Phase I, community members established culturally significant site drawings on under-utilized lands to respond to gentrification and displacement in Portland's African American cultural community.

In Phase II, ideas to leverage aspirations and assets informed collective action across the metro region and ushered in a new system to reconnect families and address racial bias and serial displacement and poverty. Community benefits deriving from urban redevelopment were workshopped in The North and The Numbers.

In Phase III, the intent is to pilot this process in a dedicated space—pop-up placemake a community and business laboratory—and to measure our initiative's value to improve resource and service allocation as they manifest in temporary and long-term neighborhood improvements.

The value and success of specific community interventions is related to the pattern of their use and impact, including social and cultural placemaking, economic inclusion in areas of high opportunity, reliable and efficient transportation, access to healthy, affordable, culturally-relevant food, and housing choice. Monitoring community inputs and outcomes across people and place, we use qualitative and quantitative data with accompanying user comments to inform ways to invest and leverage resources more efficiently; where to engage in community capacitation; and how

to target work, wealth and wisdom in the future. Equity indicators will measure investment impact on health and wealth outcomes.

Equity assessments provide pathways for direct community benefit and better investments to improve health and wealth indicators for African Americans in Root and Anchor areas.

Right 2 Root™ is intended to:

- Measure, track and report equity indicator data
- Set goals, measure success and make adjustments
- Collaborate across many scales, ensuring costs and benefits are shared equitably
- Create a laboratory for community capacitation, incubating business and academic research
- Champion and expert sponsorship
- Collaboratively own property and assets
- Measure success and failures.

As disparities decrease, returns on investment will not only be realized by families in the form of affordability, access, assets, health and wealth, but also by friends, neighbors and partners who value equity, work for social justice, and derive well-being from the success and betterment of all.

01 Housing

This goal is achieved when families pay the recommended 30% of monthly income to housing and utility costs.

02 Employment

This goal is achieved when un/under employed people have access to meaningful work that pays a living wage.

03 Education

This goal is achieved when high school and post-graduate rates reach or exceed parity, and employment and income rates are commensurate.

04 Income

This goal is achieved when the cost of living is exceeded by income from employment or entrepreneurship and/or dividends from assets.

01



02



03



04

