

GROUND TRUTHED VISION

PURPOSE

The purpose of this system is to drive work, wealth and wisdom investments into communities to boost capacity to break the multigenerational serial poverty chains by intervening in and improving upon neighborhood development, resilience and impact plans.

We use an interactive, iterative process to cultivate connections and cohesion between community aspirations and needs, while concurrently working to reconcile outside interests with greater access to resources to achieve mutual goals.

We leverage real investments—public, private and university—in up-and-coming and more desirable neighborhoods, to achieve community benefit. Like the public sector, we agree that today's complex world requires maximum impact of scarce resources for their highest and best use—the triple bottom line.

DEAR FAMILY FRIENDS, NEIGHBORS, PARTNERS:

Population science reveals that serial forced displacement—"urban renewal"—policies, practices and procedures mobilize systemic actions and reactions that activate and magnify the scope, scale and impact of the social determinants of health—social, economic, cultural,

civic and political systems—on individual health and wealth. In the 21st century, a multi-sector consensus has emerged about the cumulative epigenetic influence of social arrangements and interactions, both helpful and harmful.

Further, historic trauma born from socio-economic exclusion is exacerbated by contemporary economic and climate-change shocks, and requires society to use intellectual property and cultural capital innovatively to make informed forward-thinking decisions within urban systems while working to achieve community goals.

Therefore, at our heart, Right 2 Root™ harnesses and democratizes human-centered design thinking and practice for sustained multi-year, multi-sector, scalable social impact for both health and wealth outcomes.

Collectively, we know that at the root, access to affluence and assets has been mitigated by long-standing policies helping or hindering socio-economic inclusion, access and opportunity. Our interventions target disparities in landholding, land use permitting, asset preservation and conservation, and the ability to implement and execute neighborhood-scale plans.

Policies of impact are national and local, historic and contemporary. Many are restorative, affirmative,

proactive and facially neutral. Yet, despite best intentions, they yield disparate impacts predictable—over time—by race, class, gender, age etc. Analyzing policies and population data, we use historic patterns and practices of inclusion/exclusion to determine cumulative, population-based trauma stemming from institutional and structural violence.

Our communities continue to bear the burden of policies that do not act in the face of need, such as "benign neglect" and an ascription of a "culture of poverty" post-Civil Rights Movement—our Second Reconstruction era.

Oregon's strong economic recovery from the Great Recession and Housing Crisis promise equity for people who have been left behind. Today's outcomes drive our sense of urgency and prioritization, while strengthening our commitment to just policy implementation, fair funding procurement and program development, collective land acquisition and community

infrastructure development in service to our most affected.

As others have, we draw on the three legs of Sustainability—equity, economy and ecology—as a poverty-reduction and development strategy to leverage economic progress for social and environmental benefit.

Right 2 Root™, with the support of its sponsors and other progressive firms and partners, approaches the issue of late-stage and dynamic gentrification—rooted in successive waves of urban renewal in Portland's Albina District—through locally based EcoDistricts' Equity and Resilience imperatives.

Additionally, we gather and analyze community assets, needs and the degree of impact early using an evidence-driven, data-based approach to assess the magnitude of urgency. After careful assessment, we employ design thinking to map assets and aspirations, lift up and leverage what's already working and build community capacity and resilience to set families up to be successful stewards and asset owners. With help from friends, neighbors and partners, families create culturally reflective, intergenerational, cohesive communities to support health, well-being and wealth. We hope you join us!

