

Living Cully Ecodistrict:

Sustainability as an Anti-Poverty Strategy

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Portland's Dark Side

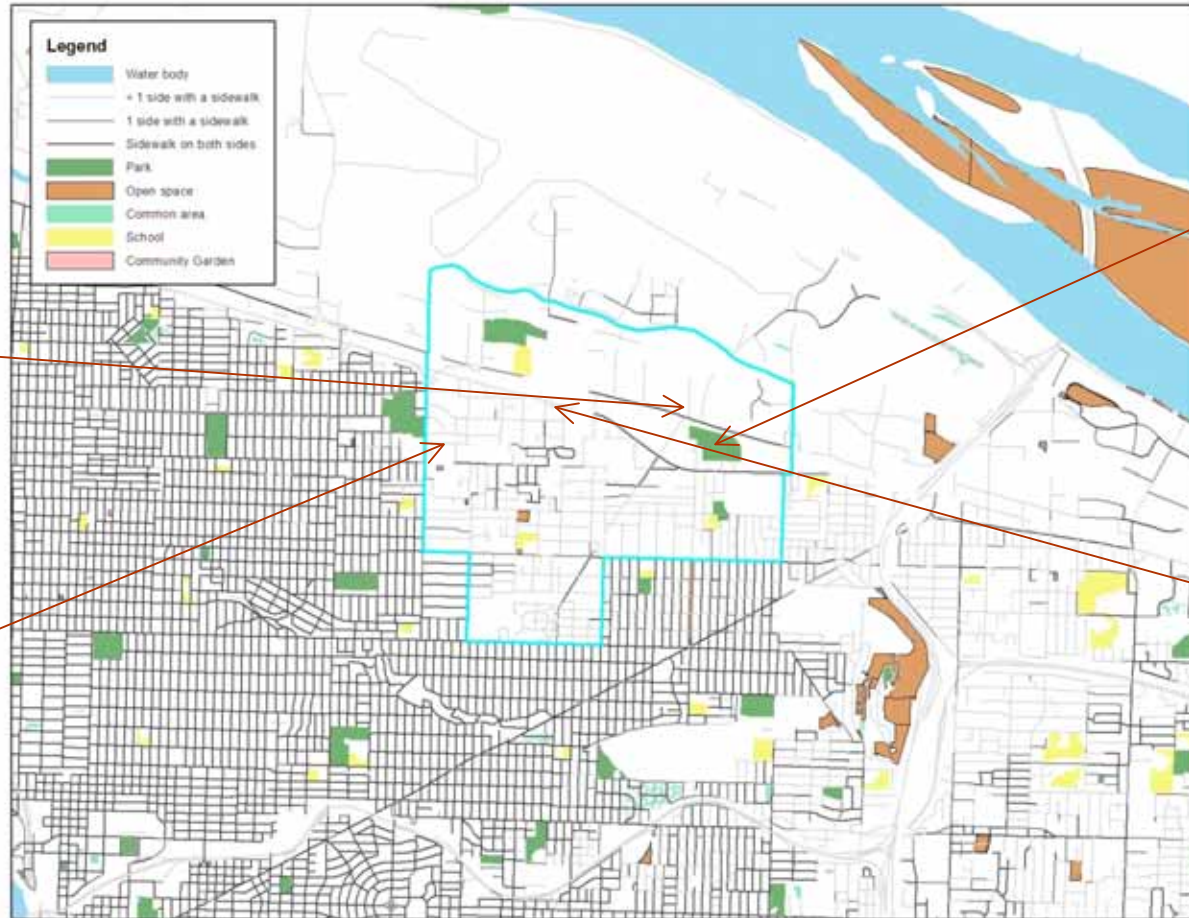
Sustainability, like Reaganomics, doesn't trickle down.

	People of Color	Whites
Income	\$16,636	\$33,095
Child Poverty Rate	33%	12%
Did not graduate HS	30%	7%



Source: Coalition of Communities of Color,
www.coalitioncommunitiescolor.org

Where we work



Lifting Up What Works

PolicyLink

To Oakland → 629 mi

Living Cully is...



- Superior to traditional ecodistrict model because it provides benefits to low-income people and people of color.
- A concentrated series of investments in the Cully neighborhood.
- Reinterpreting sustainability to create jobs/job training, biz opportunities for minority and woman-owned businesses and youth education.
- Maximizing environmental, economic, equity, engagement and enterprise development benefits through innovative partnerships.
- An explicit anti-displacement strategy.

Scaling up through partnerships



- Workforce Training
- Serving native population
- Wraparound services for clients
- Original sustainability worldview

- Affordable housing
- Microenterprise development
- Culturally-specific serving organization (Latinos)

- Social Enterprise Development
- Environmental wealth building

- Performance indicators
- Policy Advocacy

Growing Social Enterprises and Intermediaries



Verde Landscape



Verde Energy



Verde Nursery

- Verde Builds (in development)
- Living Cully Works (in development)
- Hacienda CDC microenterprise development

Signature Projects

Let Us Build Cully Park!



Clara Vista Rehab



Up next...

- Native American Youth & Family Center site build/restoration
- Cully Paths to Nature
- Habitat for Humanity housing and Neighborhood Revitalization
- Colwood Park/Open Space
- Safe and Connected Cully – sidewalk/street improvements

Quadruple Bottom Line

- **Equity** – Opportunity for low-income people and people of color to access and benefit from sustainability
- **Economic Benefit** – Minority and woman-owned business participation in projects; individual job training and jobs
- **Environmental & Health Improvements** – Improving livability and environmental performance
- **Engagement** – Connecting low-income people and people of color in meaningful ways to projects
- **Enterprise Development** – Grow enterprises to create income generating opportunities