Collaborative Problem-Solving through Public Interest Design

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#Right2Root
Portland, OR
The corrosive effect of gentrification can be found throughout the nation even in the "liberal" whitest city of America, Portland, Oregon. \textit{Portland is known internationally as a leader in urban design with many boasting of its bike-friendly streets, accessible 20-minute neighborhoods and quaint local business culture.} In fact, this year, Portland was named the best U.S. city by the real estate company, Movato.

Unbeknownst to many, however, Portland is also a case study in gentrification, a glaring reminder that urban economic disparities will persist as long as the structural inequalities of our economy remain.

To halt this practice a growing community-led movement calls for an end to displacement by promoting policies that dismantle systemic barriers to economic opportunity and prosperity.
Black or African American Percent of Total Population 1970
North/Northeast Portland by Census Tract

<table>
<thead>
<tr>
<th>Area</th>
<th>African American</th>
<th>Total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland</td>
<td>23,872</td>
<td>382,019</td>
<td>6%</td>
</tr>
<tr>
<td>North/Northeast</td>
<td>19,453</td>
<td>87,891</td>
<td>22%</td>
</tr>
</tbody>
</table>

Created by Portland Housing Bureau, June 2014
Source: 1970 Decennial Census, National Historic Geographic System

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<tbody>
<tr>
<td>Portland</td>
<td>27,734</td>
<td>385,383</td>
<td>8%</td>
</tr>
<tr>
<td>North/Northeast</td>
<td>22,387</td>
<td>80,964</td>
<td>28%</td>
</tr>
</tbody>
</table>

Created by Portland Housing Bureau, June 2014
Source: 1980 Decennial Census, National Historic Geographic System
Right 2 Root Campaign
of the Community
RE/Construction 3.0
Initiative
#Right2Root

BLACK PORTLAND:
Case study
Right 2 Root Findings

A 2010 assessment by the Coalition for Communities of Color, “Unsettling Profile”, found an inconvenient truth about equity in Portland: Despite our liberal and progressive values, it is more difficult for Communities of Color to get ahead here than anywhere in the nation. This impact is not due to individual deficiency or vice; it is not natural neutral, or normal. Instead, it is the compounded outcome of years of unintended, yet unmitigated poor policy decisions.

The 2014 Multnomah County Health Department Health Disparity Report showed that by nearly every measure, our Black community in Portland is sick. Racism is more deterministic than socioeconomic status (SES) or background. Two decades of unmitigated displacement from the Interstate Corridor Urban Renewal Area (ICURA) redevelopment is tearing people from their communities, destroying Oregon’s largest Black community, and causing rootshock. An equitable and inclusive approach to (re)building community is needed.
TAKE ACTION IN THE RECONSTRUCTION OF BLACK PORTLAND!

COMMUNITY WORKSHOP
SAT. NOV. 14
1 PM - 5 PM
at Self Enhancement Inc.
3920 N. Kerby Ave, Portland

CHILD CARE AND FOOD PROVIDED

FUTURE EVENTS:
DEC. 12, DEC. 17
SAVE THE DATES

SPONSORED BY
RADIX Consulting Group, LLC
healing symptoms - changing systems

DESIGN WORKSHOP
SAT. DEC. 12TH FROM 1PM TO 5:30PM
at the Center for Intercultural Organizing
700 N. Killingsworth St.
CHILD CARE AND FOOD PROVIDED

TAKE ACTION IN THE RECONSTRUCTION OF BLACK PORTLAND!
The Right 2 Root campaign of the Community RE/Construction 3.0 Initiative

In accordance with the EcoDistrict Protocol, 7 areas of community development were identified and broken out into priority criteria. Participants were asked to rank these areas of interest and importance based on community needs.

4 areas of development rose as levels of importance and attention, and will form the foundation of the December 12th design charrette. Architects will be asked to push the boundaries of innovation, creativity and industry standards when designing within these categories, and to keep HEALTH, INNOVATION AND MAKER ECCDISTRICTS as the guiding logic.
Asset Based Community Development

ABCD > CBPR:
Deficiency → Asset Rich
Of, For, By and With the Community

SHARE POWER!!!!!

- Leadership,
- Decision-making and
- Solution-making

Inclusive Approach
Preference for “impacted” - those who bear the burden

Authentic > Tokenistic
Intersectionality = authentic representation
race - class - gender - age - ability - s.e.s

Equity Imperative
Prioritize greatest need pegged to parity
Asset Based Community Development

Scarcity → Resource and Asset Rich
Economic recovery must include everyone

Strengths-Based Approach
Community-Led & Controlled 〉 COD & Community- Informed

- Internal vs External Locus of Control
- “Impacted” are Experts by Experience

Community is:
- Asset Rich
- Under Engaged
- Underutilized
- Excluded

Solution Focus 〉 Needs Assessment
Holistic, Health Promoting, Thriving & Prosperous
#Right2Root Recipe

- ABCD
- Community-Led & Controlled COD
- EcoDistricts Overlay - Maker + Health + Innovation
- Community + Public Interest Design
- Black Community Master Plan
- Preference Policy - N/NE Housing Strategy; ADPDX - Comprehensive Plan; Disparate Impact; AFFH; Housing Crisis; AfricaTown (Seattle)
- People + Place = Placemaking