Living Cully Ecodistrict:

Sustainability as an Anti-Poverty Strategy

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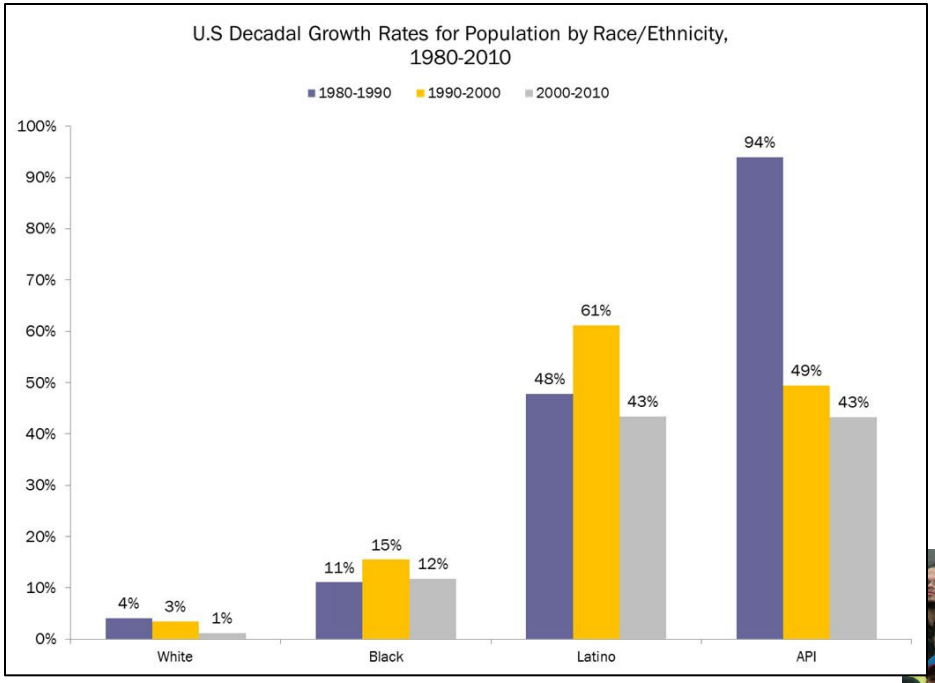
Northwest Biocarbon Summit, June 10, 2013

Demographic Shift



PERE
USC Program for Environmental & Regional Equity

Source: Manuel Pastor, presentation 5-12

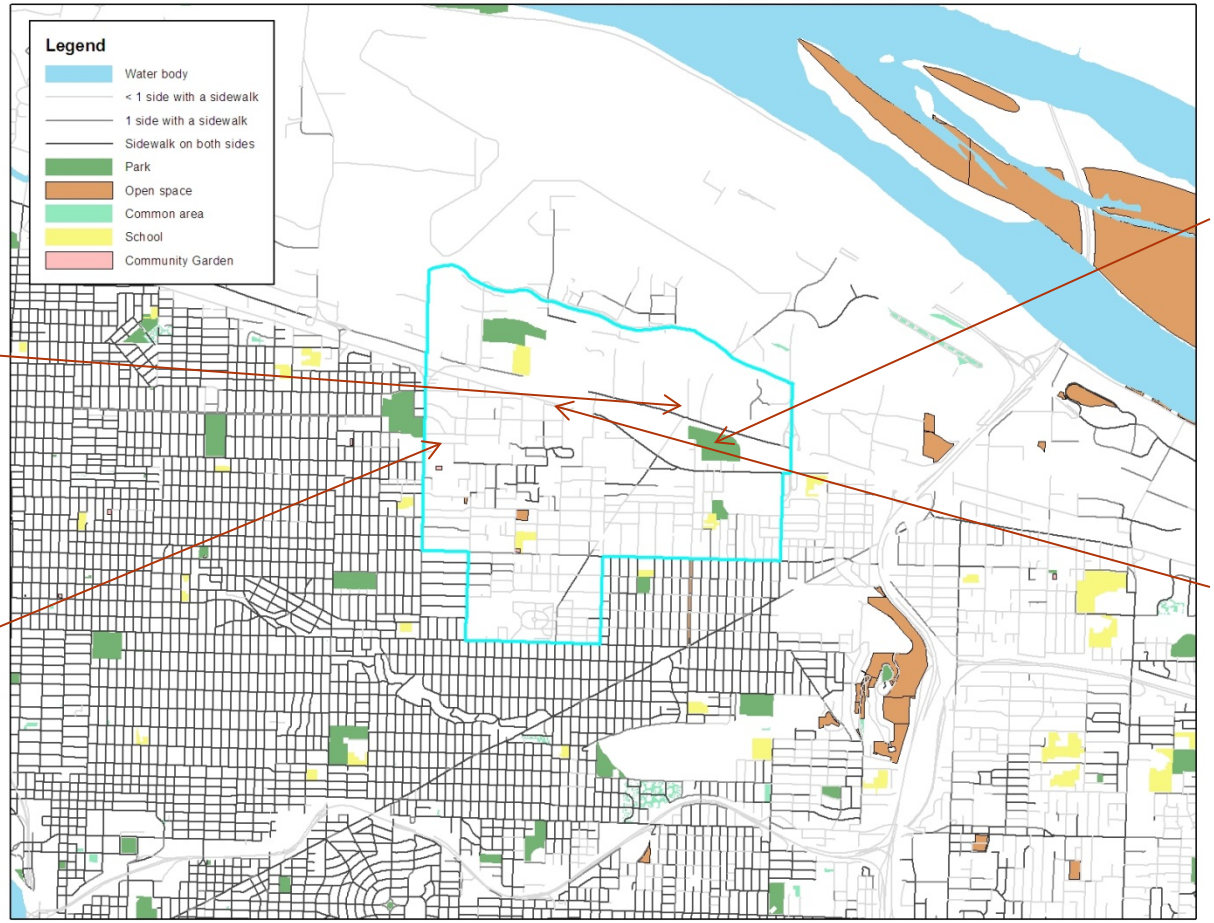
Carbon Down, Inequality Up

Since 1990, Portland's carbon emissions declined 9%
People of color population grew from 15% to 26%

2010 Mult. Co.	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

To Oakland → 629 mi

NE Portland's Cully Neighborhood

The Cully Neighborhood suffers from multiple environmental harms – poverty, lack of food access, lack of parks, lack of habitat:

- 18% of Cully Residents live in poverty, compared to a regional average of 9.9%
- 44.7% of Cully Residents are people of color, regional average is 20.2%
- 22.7% of Cully children live in poverty, regional average is12.2%
- 24% of Cully residents live within ¼ mile of a grocery store, regional average is 34%
- 24% of Cully residents live within ¼ mile of a park, regional average is 49%
- 2780 Cully residents/1 acre of Cully parkland, regional average is 780 people/park acre
- 5% of Cully residents live within ¼ mile of habitat, regional average is 64%
- 12 habitat acres/1KCully residents, regional average is 54 habitat acres/1K residents.

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.
- Deep community engagement.

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

Columbia Biogas

Living Cully Walks

Living Cully Works

Habitat for Humanity®
Portland/Metro East

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

Take Home Messages

- Carbon projects and strategies must:
  - Prioritize the needs of low-income people and people of color.
  - Alleviate poverty
- Living Cully Ecodistrict is an example of working in a low-income, people of color community toward to build wealth and create environmental benefits.
- Requires coordinated effort of non-profit, private and public sector to produce equity outcomes.