

LIVING CITIES

INNOVATE ▶ INVEST ▶ LEAD

BUILDING ALLIANCES AND DRIVING COMMUNITY ENGAGEMENT

Thomas Houston | April 16th 2019





Our Mission

Living Cities is committed to closing the racial income and wealth gaps so that all people in US cities are economically secure and building wealth

Living Cities Approach



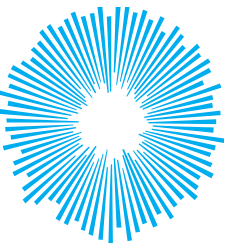
Collective action with cross-sector disruptive to create race-centric solutions



Work in **specific places** to prioritize outcomes over outputs



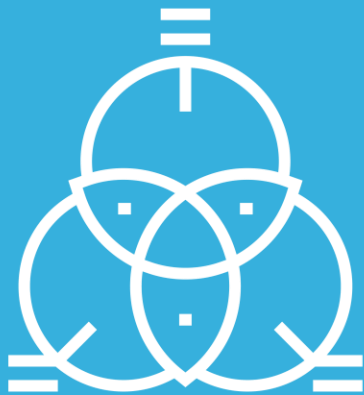
Identify tools to promote behavior change in decision makers



Our activities towards closing racial income and wealth gaps

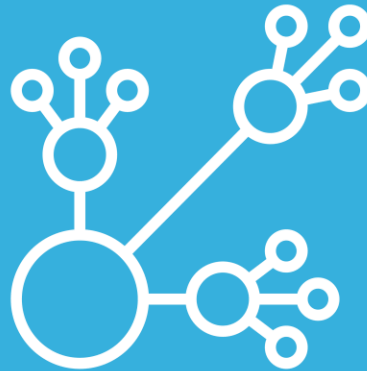
Applied Research

Partnering with cross-sector leaders and local governments in a limited number of cities to build the competencies and strategies to change systems.



Spread and adoption

Sharing lessons from our work so that other cities and leaders can adopt solutions.

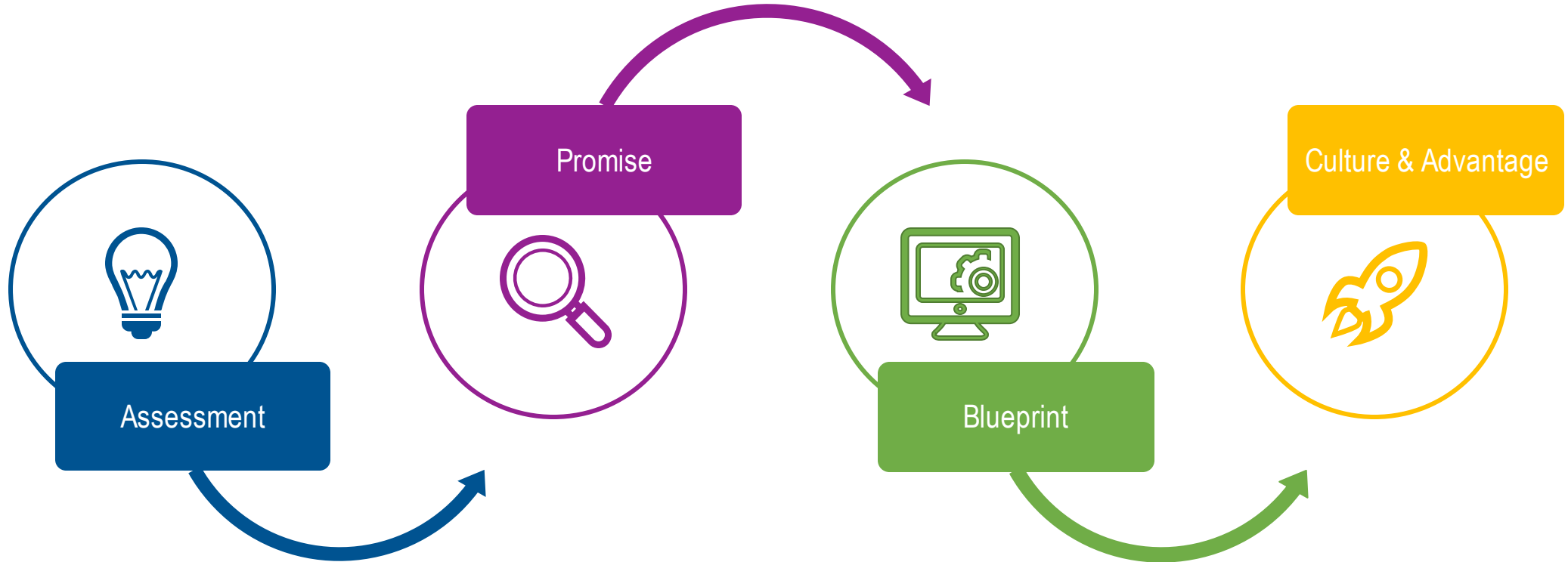


Institution Building

Building the organizational and individual competencies to center racial equity in our roles and hold ourselves accountable for achieving results.



The Brand Building Process



Brand Assessment

- Brand Audit
- Who are you
- Where are your peers

Brand Promise

- Brand essence
- Brand story
- Positioning statement

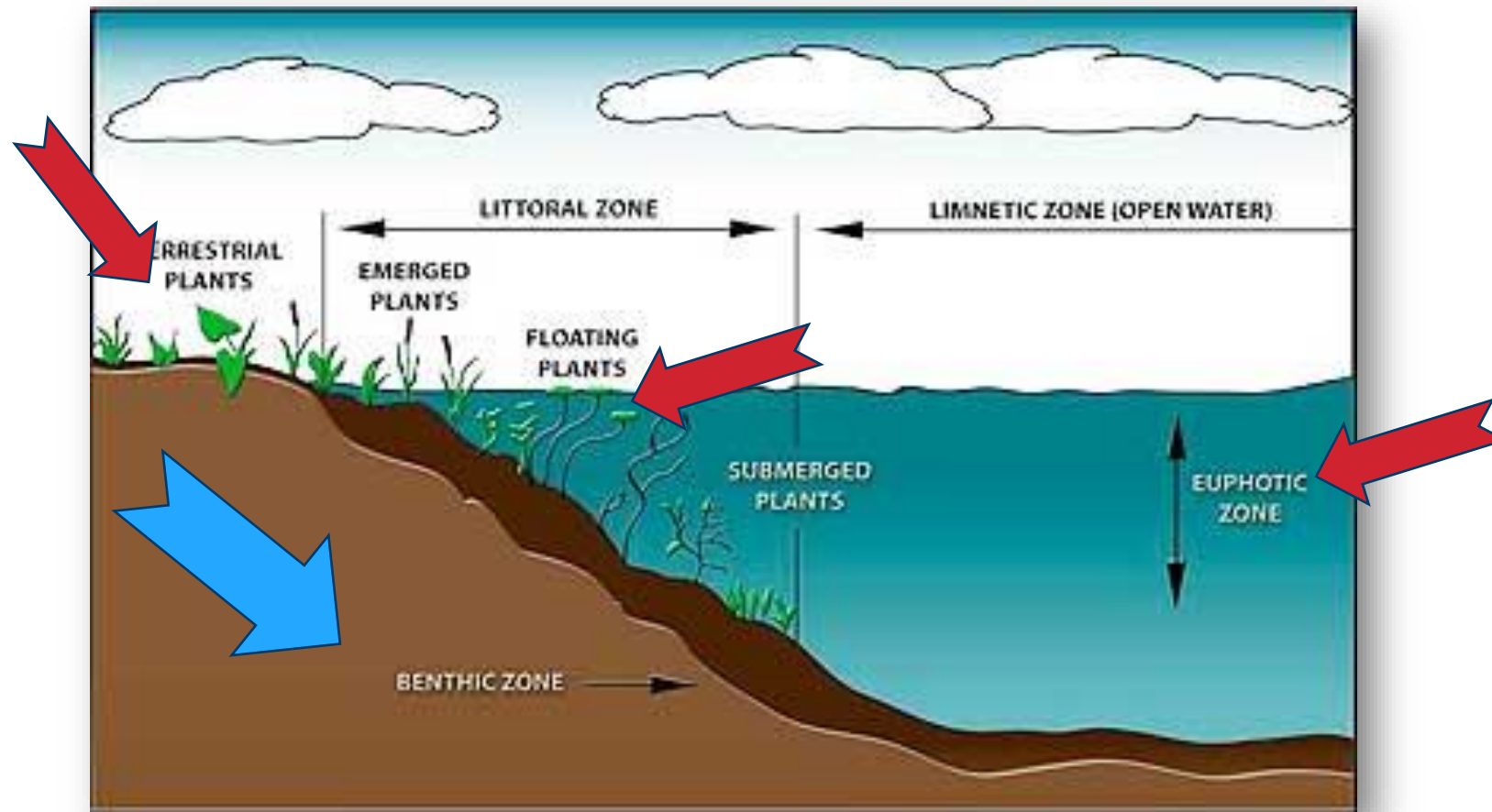
Brand Blueprint

- Where is your brand book
- Visual brand cues, personality, logo do/don'ts

Brand Advantage

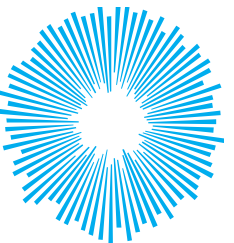
- Does internal staff know the brand
- External Comm strategies

Systemic change is impossible without collective action



← Individual
problem solving

← Systemic
change



Our Collective Action Success Stories

