WHERE WE THRIVE

PROSPERITY STARTS WITH PLACE

Communicating about Resident-Centered Neighborhood Revitalization

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FRAME WORKS

PURPOSE BUILT COMMUNITIES

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Appendix A: Research Methods

To arrive at the recommendations described in the _Where We Thrive Strategic Framing Brief_, we applied Strategic Frame Analysis®—an approach to communications research and practice that yields strategies for shifting the discourse around social issues. This approach has been shown to increase understanding of, and engagement in, conversations about social issues.

This work builds on earlier research we conducted that involved interviews with members of the public and experts about concentrated poverty, which mapped the cultural mindsets that members of the American public use to think about this issue and outlined the challenges and opportunities these mindsets create for communicators. Findings from that research are described in our report entitled, _Communicating about Intergenerational Urban Poverty and Race in America: Challenges, Opportunities, and Emerging Recommendations._

Below, we describe the research that informs the current brief, in which we designed and tested frames to address the challenges in public thinking about concentrated poverty. These frames were tested in 2021–2022 and refined using three methods: on-the-screen (OTS) interviews, survey experiments, and peer-discourse sessions (PDS). In total, 7,306 people were included in this research.

Frame Design

To identify effective ways of communicating about concentrated poverty, FrameWorks researchers specified a set of tasks the frames needed to address and then brainstormed potential reframing strategies that might accomplish one or more of these tasks (for example, metaphors, values, and issue frames). After generating a list of candidate framing ideas to test, researchers solicited feedback on these ideas from project partners to ensure the frames were both apt and potentially usable for those working in the field. Based on this feedback, researchers refined a set of frames and brought them into empirical testing.

On-the-Screen Interviews

Frame design was followed by a set of OTS interviews conducted over Zoom in September 2021 to explore potential framing tools with members of the public. FrameWorks researchers conducted 49 brief, one-on-one interviews with members of the public from across the United States. A diverse sample of participants was recruited in terms of age, gender, race/ethnicity, household income, education level, and political party identification.

In the interviews, we first asked participants to respond to open-ended questions about poverty and race. Participants were then presented with one of several different metaphors and asked questions that explored the frames' abilities to restructure understanding, open up new ways of thinking, and give people productive language to use in discussing the issue. A list of candidate metaphors we tested is itemized below:

Candidate metaphors:

— Headwinds

— Unequal Paths

— Rigged Game

— Plugged In

— Garden

— Computer System

— Blueprints

Peer-Discourse Session

After the first wave of the survey (detailed below with other waves), FrameWorks researchers conducted six PDS with 36 total participants in June 2022. These sessions were divided by political party and region to enable researchers to understand how differences in these variables affect responses to the frames. The six groups were separated by political party identification and geographic location as follows: a nationally representative group of Democrats; nationally representative Republicans; Midwestern Democrats; Midwestern Republicans; Southern Democrats; Southern Republicans. Demographic quotas were used to ensure diversity across other variables, including age, gender, race/ethnicity, household income, and education level.

These two-hour-long sessions included a variety of discussion prompts and activities designed to evaluate how the frames were taken up in social context and their usability during conversations with peers. We tested metaphors, value combinations, and stories.

Survey Experiment

Based on analysis of OTS interviews and PDS, FrameWorks researchers refined a set of frames to test in survey experiments. Three online experimental surveys were conducted involving a total sample of 7,221 (Wave 1 N = 3,386; Wave 2 N = 1,127; Wave 3 N = 2,708) adults from the US, matched to national demographics such as age, race, and income. The experiments were conducted between March and September 2022 to test the effectiveness of frames in shifting public understanding of the structural causes of poverty, outcomes of systemic racism, and support for community-based work. Table 1 below provides demographic information about participants from each of the three experiments.

Table 1: National survey experiments—participant demographic information

Demographic variable	Wave 1 Frequency	Wave 1 Percentage	Wave 2 Frequency	Wave 2 Percentage	Wave 3 Frequency	Wave 3 Percentage
Age						
18–29	634	19%	204	18%	597	22%
30–44	946	28%	312	28%	704	26%
45–59	790	23%	240	21%	687	25%
60+	1,016	30%	371	33%	720	27%
Sex						
Male	1,771	52%	592	53%	1,323	49%
Female	1,605	47%	530	47%	1,383	51%
Nonbinary/Other	10	0%	5	0%	2	0%
Location						
Urban	1,166	34%	381	34%	856	32%
Suburban	1,496	44%	518	46%	1,327	49%
Rural	721	21%	228	20%	525	19%
Ethnicity						
Caucasian/White (non-Hispanic/ Latino)	2,033	60%	742	66%	1,653	61%
Hispanic or Latino	601	18%	154	14%	460	17%
Black/African American	383	11%	103	9%	303	11%
Asian	114	4%	46	4%	90	3%
American Indian/ Alaska Native	51	2%	7	1%	39	1%
Hawaiian/ Pacific Islander	12	0%	4	0%	8	0%
Other/Biracial or multiracial	162	5%	27	2%	162	5%
Income						
0–24,999	713	21%	244	22%	609	22%
25,000–49,999	915	27%	282	25%	691	26%
50,000–99,999	1,008	30%	386	34%	852	31%
100,000+	750	22%	215	19%	556	21%

Education						
HS diploma or less	1,079	32%	355	31%	974	36%
Some college or Associate's degree	1,091	32%	345	31%	791	29%
Bachelor's degree	760	22%	263	23%	611	23%
Graduate/ professional degree	456	13%	164	15%	332	12%
Political Party						
Republican/ Republican-leaning	1,266	37%	391	35%	997	37%
Democrat/ Democrat-leaning	1,603	47%	577	51%	1,318	49%
Neither	517	15%	159	14%	393	15%
Ideology						
Extremely Liberal	363	11%	149	13%	249	9%
Fairly Liberal	437	13%	155	14%	365	13%
Slightly Liberal	309	9%	101	9%	246	9%
Moderate	1,235	36%	391	35%	998	37%
Slightly Conservative	301	9%	100	9%	261	10%
Fairly Conservative	382	11%	107	9%	318	12%
Extremely Conservative	359	11%	124	11%	271	10%

In each experiment, participants were randomly assigned to one of several experimental conditions, or to a control condition. Across the three waves, frame "treatments" (short messages) included metaphors, values, explanatory examples, stories, and other frames for talking about the structural causes of poverty and how community-based organizations can partner with residents to revitalize historically Black neighborhoods. All tested experimental frames can be found in Appendix C.

Participants assigned to an experimental frame condition were asked to read a short message before answering a series of survey questions. Participants assigned to a null control condition were directed to answer the same survey questions without reading any message. Survey questions were designed to measure outcomes of interest. The survey included several "batteries," or sets of questions designed to

measure a common outcome. Responses were primarily measured using Likert-type items with five- or seven-point response scales. Several open-ended questions requiring free-text answers were also included in the survey but were not included in the current analysis. The batteries as well as the items within each battery were randomized so that participants received the questions in a random order.

We used multiple regression analysis to determine whether there were significant differences on the outcomes between each of the experimental frame conditions and the control condition. A threshold of $p < .05$ was used to determine whether the experimental frame conditions had any significant effects. Significant differences were understood as evidence that a frame influenced a particular outcome (for example, collective efficacy). Researchers also noted outcomes of marginal significance ($p < .10$) when there was other evidence supporting a frame effect (i.e., other quantitative or qualitative evidence).

The first two waves of the experiment produced limited positive results, with several unexpected backfire effects. Specifically, different frames were backfiring with Democrats and Republicans. We needed to better understand these results, so we paused the experiments after Wave 2 to conduct PDS (see the following section for more detail), which helped us better understand the experimental results and refine our approach for Wave 3. This pause also coincided with a shift in Purpose Built Communities' communications strategy. As such, Wave 3 of the experiment tested frames that better aligned with this new strategy while incorporating learnings from PDS. In addition, the dependent variables for Wave 3 were adjusted to accommodate these shifts. Survey items from Wave 3 can be found in Appendix D below. Survey items from the first two waves are not included here, as our recommendations are based on Wave 3 results, but these items are available upon request.

As with all research, it is important to remember that results are based on a sample of the population, not the entire population. As such, all results are subject to margins of error.

Appendix B: Evidence Supporting Recommendations

The evidence supporting each of the recommendations in the *Where We Thrive Strategic Framing Brief* is provided below.

RECOMMENDATION #1

Lead with the idea that we have a shared responsibility to ensure fairness across all neighborhoods.
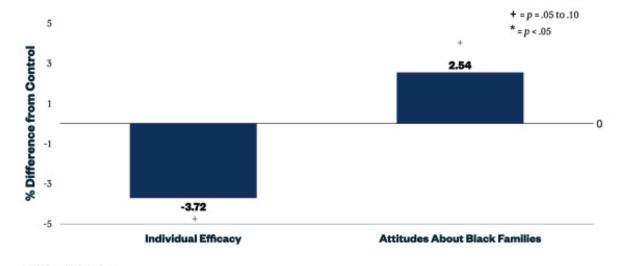
Values are organizing principles that people use to evaluate social issues and make decisions. When used as frames, values help people understand what's at stake about an issue and why they should support it. From the PDS, we found that people across the political spectrum responded positively to the value of fairness across places—that is, the idea that one's zip code should not determine one's outcomes. In PDS, participants also positively reacted to the idea of having a responsibility to ensure that people are treated fairly. In the PDS, this value was initially framed as "moral responsibility"; however, some—particularly

Republican-leaning—participants reacted negatively to the "moral" part of the value. In addition, in Wave 1 of the survey, we noted that the fairness frame worked well for Republicans and moral responsibility worked well for Democrats. Based on these findings, in Wave 3 we blended the two frames to see if that would result in success across political parties.

This blended fairness/responsibility frame successfully decreased agreement with bootstraps thinking. Bootstraps thinking refers to the belief that individuals are solely responsible for their life outcomes and should work harder to achieve desired outcomes. Bootstraps thinking was measured by the variable individual efficacy. Higher bootstraps thinking was indicated by greater agreement with statements like: "If people work hard enough, they can pull themselves out of poverty." So a decrease in agreement with these statements implies that participants were placing less blame on individuals in poverty. In addition, this combined fairness and responsibility frame also increased positive attitudes about Black families as compared to the control condition (see Graph 1 below).

Based on these qualitative and quantitative results we recommend that communicators state that we have a responsibility to ensure fairness to encourage people toward contributing to positive neighborhood change.

Graph 1: Data Supporting Recommendation 1, Blended Fairness and Moral Responsibility Frame

$+ = p = .05$ to $.10$
$* = p < .05$

Individual Efficacy: -3.72 +

Attitudes About Black Families: 2.54 +

% Difference from Control

Feature prosperity as the goal rather than poverty as the predicament to avoid racialized stereotypes.

For most of this project, we attempted to emphasize the disproportionate impact of poverty on Black and brown neighborhoods and the connections of concentrated urban poverty to structural racism without also cueing negative stereotypes that equate Blackness with poverty. As our research progressed, we found it difficult to achieve this. We hypothesized that the limited success of frames in Waves 1 and 2 of the survey experiment was due to the issue itself—starting with poverty and race made it difficult to consistently deactivate toxic anti-Black cultural mindsets. It seemed that just mentioning "Black and brown" and "poverty" at the top of messages may have cued negative stereotypes.

With guidance from our partners, in our future attempts at framing in both the PDS and the following surveys, we shifted the entry point, starting with the goal of prosperity to more easily support asset-focused thinking and deactivate negative stereotypes. By shifting to prosperity—and then tracing the ways policies have historically undermined prosperity for Black and brown communities—we could both name the disproportionate impacts of harmful policies on Black and brown people, and lessen the harmful stereotypes that can come with the association of Black and brown people with poverty. The greater effectiveness of frames in Wave 3, which were iterated in this way, coupled with analysis of PDS data, provide support for this interpretation and evidence for this recommendation.

Illustrate the impact of disinvestment on places to link harmful policies—past and present—to negative modern-day outcomes.
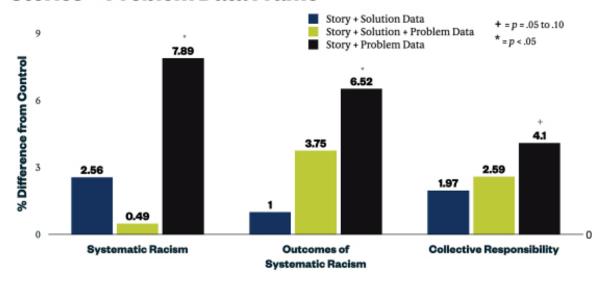
One of the issues identified in the initial phase of research for this project is the prevalence of individualistic thinking in the United States. Many Americans think of problems as having individual causes and individual solutions. One of our challenges was creating a framing strategy that would promote a structural understanding of how poverty comes to be, a strategy capable of conveying the role of history and the current disproportionate impact of harmful policies on communities with concentrated poverty. During the PDS, sharing stories describing the history of a neighborhood and a community-based revitalization effort garnered support from people across the political spectrum.

In the survey experiment, we presented stories in four ways: a base story, as provided by the partners; a story with data explaining how, historically, policies had produced concentrated poverty in a neighborhood (story+problem data); a story with data explaining the changes made through community-based work (story+solution data); and a story with data explaining both the problem and solution. While all the story frames were productive compared to the control (shown in Graph 2), the story+problem explanation was the most effective at moving participants in productive directions. Participants were much more likely to agree that systemic racism is a cause of concentrated

poverty today and to agree that we all have a collective responsibility to ensure that historically Black neighborhoods have what they need to thrive. Explaining with concrete data how policies created concentrated poverty in a neighborhood seems to make the link between the past and present clearer, and adds believability to the claims that past policies were actually as bad as they were.

We recommend having a clear explanation of the link between harmful past policies and negative present-day outcomes. Including the history as well as data about those historical events can help people understand how a neighborhood came to be in concentrated poverty, and move away from blaming the individuals in that neighborhood.

Graph 2: Data Supporting Recommendation 3, Stories + Problem Data Frame

Legend:
- Story + Solution Data
- Story + Solution + Problem Data
- Story + Problem Data

+ = p = .05 to .10
* = $p < .05$

Systematic Racism: 2.56, 0.49, 7.89
Outcomes of Systematic Racism: 1, 3.75, 6.52
Collective Responsibility: 1.97, 2.59, 4.1
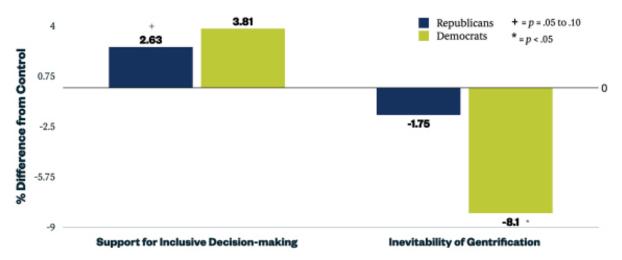
Y-axis: % Difference from Control

Demonstrate how residents and community organizations work together by highlighting the knowledge and resources they each bring.

In the shift toward an asset-based approach from "poverty" to "prosperity," we also tested frames that promoted the use of resident knowledge and expertise. In the PDS, participants were enthusiastic about the idea of community organizations working in tandem with community members. Many shared the belief that community members should be involved in the direction of the changes in their neighborhoods. Participants across the political spectrum also commented on the strengths that community organizations can bring that individual residents may not have access to otherwise.

Frames that centered resident knowledge and expertise were also tested in the survey. Graph 3 shows the results of using this frame for a few different groups of our sample. Democrats in the whole sample saw the most change, with lower belief in the inevitability of gentrification.

Based on these qualitative and quantitative findings, we recommend that communicators demonstrate how residents and community organizations can work together and highlight the knowledge and resources that each brings to the table.

Graph 3: Data Supporting Recommendation 4, Resident Knowledge and Expertise by Political Party

Share stories of successful neighborhood revitalization to inspire collective action and galvanize support for place-based programs.

Stories that traced the arc from historical harm to revitalization were effective in a range of ways. Recommendation 3 above shows the power of stories for helping people to understand how historical wrongs can have impacts in the present. In the PDS, participants across the political spectrum were impressed by the success stories of the place-based programs. Specifically, many brought up the ways that working together could bring change, and that collaboration between the community and nonprofits could lead to success. For example, after reading a success story from a PBC partner organization, one participant stated: "I like that it was multicultural, multiracial, kinda multi-income levels because you know you get put in these boxes where you hang out with your own kind...but if you live with all these different people, you should start to realize you know we're not all that different." Another participant in the same PDS noted: "I like how [the organization] brought actual resources, too, not just working together, but they brought schooling, education, an outdoor market because they know it's not just about people doing things.... It's people working together, but also tangible things that make a community grow."

In describing success, these stories led participants to talk about the benefits of revitalization efforts, particularly how these efforts can unite a community. Based on the qualitative and quantitative results, we recommend that success stories be shared to garner support for collective action and place-based interventions.

Appendix C: Tested Framing Strategies

Wave 1

Metaphors

1. Unequal Paths

Decades of racist policies have set Black and brown neighborhoods down paths that are often foggy, dark, and full of obstacles like fallen trees and rocks. It's like the difference between navigating a dense forest with no path and finding your way in a well-planned national park that has clearly marked trails and maps. Although people in both scenarios can make their journey successfully, it's much harder to do so when the path isn't clear.

Unfair policies like redlining blocked the path for Black and brown families to move into newly built suburban communities, and instead pushed them into struggling urban neighborhoods. At the same time, these urban neighborhoods were being deliberately destroyed by other government initiatives—like our highway system—which was literally designed to put obstacles—highways—in the middle of Black and brown communities. This ultimately cut off their path to prosperity. By denying these communities the resources and opportunities they needed to do well, these kinds of policies and decisions have created urban poverty as we know it today.

Our country's racist policies have made the path to prosperity extremely challenging for Black and brown neighborhoods. But by investing in communities of color as we always should have, we can help them forge new paths and light the way toward success. If we do this, we can make sure that everyone's path to prosperity is clear, well-maintained, and safe to travel.

2. Plugged In

Resources flow through our country and cities like electricity through a power grid. But decades of racist policies have deliberately unplugged some neighborhoods from this resource grid or never connected them in the first place. Just like it's harder to live in an area without electricity or running water, many Black and brown neighborhoods have been purposely cut off from the resources that we all need to grow and thrive, which leads to poverty and makes it hard to do well.

Unfair policies like redlining prevented Black and brown families from sharing in the resources that were afforded to newly built suburban communities, and instead pushed them into struggling urban neighborhoods. At the same time, these urban neighborhoods were being deliberately destroyed by other government initiatives—like our highway system—which was designed to cut through Black and brown neighborhoods and disrupt the flow of critical resources into the community. By denying Black and brown communities the collective resources they needed to do well, these kinds of policies and decisions have created urban poverty as we know it today.

When we don't have the resources we need, our lives instantly become more difficult. But just like a home without electricity can be re-wired or connected to the power grid, we can make it so that

Black and brown urban neighborhoods can link to their city's resources and build out the grid in their communities. By investing in communities of color as we always should have, we can ensure that these neighborhoods have ample connections to the resource grid. If we do this, we can eradicate urban poverty and allow poor communities to prosper.

3. Garden

Our neighborhoods are like gardens: They may seem natural, but they are actually carefully planned, cultivated, and shaped by our actions. To thrive, gardens need nutrients, water, and sunlight. In the same way, neighborhoods need resources to grow and prosper. But decades of racist policies have cultivated white neighborhoods while denying Black and brown communities what they need to grow, which is why some neighborhoods thrive while others experience poverty.

Unfair policies like redlining prevented families of color from putting down roots in newly built suburban communities, and instead forced them into urban neighborhoods that were largely ignored and left to wither without proper care. At the same time, these urban neighborhoods were being uprooted by other government initiatives—like our highway system—which was designed to tear up Black and brown neighborhoods and replace them with new seedlings. By making it impossible for Black and brown communities to maintain the healthy roots they needed to grow and flourish, these kinds of policies and decisions have created urban poverty as we know it today.

A garden can quickly wither if it doesn't have what it needs to grow. But just as sunlight and water can bring a garden back to life, we can make sure that Black and brown urban neighborhoods have what they need to revitalize their communities. By reinvesting in communities of color as we always should have, we can provide them with the nourishment they need. If we do this, we can eradicate urban poverty and encourage poor communities to grow.

4. Blueprints

Our neighborhoods are like buildings: they're designed by architects who we depend on to do their job right. Blueprints determine the structure, layout, and stability of buildings. In the same way, our policies determine how our neighborhoods are constructed. But decades of racist policies have drawn up flawed blueprints for predominantly Black and brown urban neighborhoods, which is why certain neighborhoods stay strong while others become unstable and crumble.

Unfair policies like redlining prevented families of color from moving into well-planned suburban communities and instead forced them into poorly designed urban neighborhoods. At the same time, these urban neighborhoods were being targeted for demolition by other government initiatives—like our highway system—which was designed to dismantle parts of Black and brown neighborhoods and destroy community plans for growth and prosperity. By deliberately designing faulty blueprints for Black and brown neighborhoods, these kinds of policies and decisions made it impossible for these communities to build strong foundations, and instead have created urban poverty as we know it today.

Bad blueprints mean that buildings won't be well-designed or safe for the people who use them. But just like better blueprints can be sketched, we can go back to the drawing board and allow Black and brown urban communities to design neighborhoods that work for them. By reinvesting in communities of color

as we always should have, we can give communities more say in how their neighborhoods are structured. If we do this, we can eradicate urban poverty and ensure that communities are designed to thrive.

Values

5.   Fairness across Places

Everyone in the US deserves to be treated fairly and given the same chances for success, no matter where they live. But right now, where we live—our zip code—determines how well we do, and this isn't fair. Decades of racist policies—like redlining, unfair zoning laws, and continued disinvestment in Black and brown urban neighborhoods—have denied certain communities access to the resources and opportunities they need to do well. This means that some neighborhoods thrive while others experience poverty.

Where we live is a key determinant of our life outcomes, but it shouldn't be this way. Instead, we should be investing in all types of neighborhoods to make sure that everyone has an equal opportunity to succeed. Neighborhoods thrive when they are home to successful businesses because it means there are more job opportunities for its residents and more money flowing through the local economy. Communities that have well-designed public transportation systems also do well because it means that people can easily get where they need to go, like school, work, or appointments. And when neighborhoods have enough decent and affordable housing, it means that people have safe and stable homes, which contributes to better life outcomes such as improved physical and mental health and better performance in school or at work.

Over the past several decades, unfair policies have steadily undermined predominantly Black and brown urban communities, destroying opportunities for growth and pushing them into poverty. To truly create fairness across places, we need to reinvest in these urban neighborhoods. This would promote growth and opportunity while also ensuring that community members have a say in how they want their neighborhoods to develop. Only when all communities have the resources they need to succeed can we finally eradicate urban poverty.

6.   Regional Interdependence

Neighborhoods can only prosper when the surrounding communities also thrive. But right now, some communities prosper while their neighboring communities struggle to survive. Decades of racist policies—like redlining, unfair zoning laws, and continued disinvestment in Black and brown urban neighborhoods—have denied certain communities access to the resources and opportunities they need to do well. This harms nearby neighborhoods, because when some of the neighborhoods in our communities struggle, it harms our collective opportunity for growth and success.

Neighboring communities are dependent on one another for success and prosperity. To make sure that our broader communities thrive, we should be investing in all types of neighborhoods to make sure that everyone has an equal opportunity to succeed. Neighborhoods thrive when they are home to successful businesses because it means there are more job opportunities for its residents and more money flowing through the local economy. Neighborhoods that have well-designed public transportation systems also do well because it means that people can easily get where they need to go, like school, work, or

appointments. And when neighborhoods have enough decent and affordable housing, it means that people have safe and stable homes, which contributes to better life outcomes such as improved physical and mental health and better performance in school or at work. All these things contribute to a healthy neighborhood, and when one neighborhood does well, nearby communities will naturally benefit from greater economic success.

Our region only prospers when all the communities within it prosper, and we should all care about the success of our neighboring areas. If we want all our communities to thrive, we need to reinvest in the predominantly Black and brown urban neighborhoods that have been historically undermined by decades of bad policies. This reinvestment will promote growth and opportunity, and ensure that all neighborhoods have the resources they need to prosper. Only when we ensure the growth and success of all neighborhoods can we eradicate urban poverty and see the benefits to our larger community.

7. Justice

As a society, we believe in justice. But we have yet to address the historical injustices done to predominantly Black and brown communities across our country. But decades of racist policies—like redlining, unfair zoning laws, and continued disinvestment in Black and brown urban neighborhoods—have denied certain communities the access to resources and opportunities they need to do well. Because of these policies, Black and brown urban neighborhoods are experiencing disproportional amounts of generational poverty. This is unjust, and we have a responsibility to fix it.

Our country has a history of undermining Black and brown urban neighborhoods, and this has created inequality in our society. To right this wrong, we should be investing in all types of neighborhoods to make sure that everyone has an equal opportunity to succeed. Neighborhoods thrive when they are home to successful businesses because it means there are more job opportunities for its residents and more money flowing through the local economy. Communities that have well-designed public transportation systems also do well because it means that people can easily get where they need to go, like school, work, or appointments. And when neighborhoods have enough decent and affordable housing, it means that people have safe and stable homes, which contributes to better life outcomes such as improved physical and mental health and better performance in school or at work.

If we truly believe in justice, we must right our past wrongs as a society. This is why we need to reinvest in the Black and brown urban neighborhoods that have been historically undermined by decades of bad policies. This reinvestment will promote growth and opportunity, and ensure that all communities have access to the resources they need to prosper. Only when we stay true to our belief in justice for all can we eradicate urban poverty and build a better future for everyone.

8. Moral Responsibility

As a society, we have a moral responsibility to ensure that people live in prosperous neighborhoods. But right now, we are failing in this responsibility. Decades of racist policies—like redlining, unfair zoning laws, and continued disinvestment in Black and brown urban neighborhoods—have denied certain communities the access to resources and opportunities they need to do well. We cannot allow this to continue. To live up to our responsibility, we must make sure that all neighborhoods have what they need to thrive.

We have an obligation to make sure that our communities have what they need to do well, but our country has a history of denying resources to Black and brown urban neighborhoods. This isn't right. Instead, we should be investing in all types of neighborhoods to make sure that everyone has an equal opportunity to succeed. Neighborhoods thrive when they are home to successful businesses because it means there are more job opportunities for its residents and more money flowing through the local economy. Communities that have well-designed public transportation systems also do well because it means that people can easily get where they need to go, like school, work, or appointments. And when neighborhoods have enough decent and affordable housing, it means that people have safe and stable homes, which contributes to better life outcomes such as improved physical and mental health and better performance in school or at work.

We need to fulfill our moral obligation to ensure that all neighborhoods are decent and have what they need to thrive. This is why we need to reinvest in Black and brown urban neighborhoods that have been historically undermined by decades of bad policies. This reinvestment will promote growth and opportunity, and ensure that all communities have access to the resources they need to prosper. Only when we invest in these communities—as we always should have—can we eradicate urban poverty and live up to our responsibility to take care of our communities.

9. Economic Prosperity

As a society, we believe that our economic success results from every community and individual being able to contribute and thrive. But decades of racist policies—like redlining, unfair zoning laws, and continued disinvestment in Black and brown urban neighborhoods—have denied certain communities the access to resources and opportunities they need to do well. When some of us don't have the resources we need to grow, it prevents our economy from thriving as it could.

When everyone has what they need to develop their talents and contribute to our society, it boosts our whole economy. But our country has a history of denying resources to Black and brown urban neighborhoods. Instead, we should be investing in all types of neighborhoods to make sure that everyone has an equal opportunity to succeed and contribute to the overall economy. Neighborhoods thrive when they are home to successful businesses because it means there are more job opportunities for its residents and more money flowing through the local economy. Communities that have well-designed public transportation systems also do well because it means that people can easily get where they need to go, like school, work, or appointments. And when neighborhoods have enough decent and affordable housing, it means that people have safe and stable homes, which contributes to better life outcomes such as improved physical and mental health and better performance in school or at work.

Our economy can prosper when all the communities within it have what they need to grow and contribute. This is why we need to reinvest in Black and brown urban neighborhoods that have been historically undermined by decades of bad policies. This reinvestment will promote growth and opportunity, and ensure that all communities have access to the resources they need to prosper, which will benefit us all. Only when we support all neighborhoods and people so that they can develop their talents and contribute can we eradicate urban poverty and ensure our collective economic growth and prosperity.

Explanatory Examples

10. Redlining

Everyone in the US should have access to the resources they need to grow and thrive. But decades of unjust policies have denied Black and brown urban neighborhoods access to the basic resources we all need to do well. These decisions have destroyed opportunities, pushed neighborhoods into poverty, and perpetuated racial inequality in our society.

Redlining is one example of how our government and institutions have deliberately harmed urban Black and brown communities in the US. As part of Roosevelt's New Deal, the government assigned "grades" to neighborhoods across the country based on their racial makeup. Neighborhoods with primarily Black and brown residents were marked in red and considered "bad" areas to live, which told mortgage lenders not to provide loans in these areas. This prevented residents of these neighborhoods from owning homes and building wealth, which pushed redlined neighborhoods into poverty.

Around the same time, the Federal Housing Administration (FHA) was also providing massive subsidies for builders to construct new neighborhoods in the "best" areas. But, in order to receive these subsidies from the government, builders were not allowed to sell any new homes in these neighborhoods to Black families. Most middle-class families in the US gain their wealth from the equity they have in their homes, but because Black families were barred from purchasing homes in better-off areas and forced to rent in areas that were considered "undesirable," they were denied the ability to build generational wealth.

Redlining is just one of many unfair policies that created today's communities of concentrated urban poverty. Although many of these policies have been changed, including redlining, which was banned decades ago, their legacy continues to harm neighborhoods today. These policies left residents of these neighborhoods without access to resources and opportunities. But just as our government created these problems, it can fix them. We need to reinvest in formerly redlined neighborhoods, promote opportunities for growth, and ensure that all our communities have what they need to succeed.

11. Highway Systems

Everyone in the US should have access to the resources they need to grow and thrive. But decades of unjust policies have denied Black and brown urban neighborhoods access to the basic resources we all need to do well. These decisions have destroyed opportunities, pushed neighborhoods into poverty, and perpetuated racial inequality in our society.

The US highway system is one example of how our government and institutions have deliberately harmed urban Black and brown communities in the US. During the 1950s, '60s, and '70s, the government built over 40,000 miles of our current interstate highway system. It chose to build highways right through the middle of Black and brown neighborhoods, destroying community institutions and literally cutting these neighborhoods off from the resources they needed to thrive.

More than a million people were displaced during the construction of our highway system, and most of these people were Black and brown residents from poor neighborhoods. Policymakers saw the new highway system as an easy way to demolish or isolate neighborhoods that were considered

"undesirable." In fact, much of our highway infrastructure—concrete walls, ramps, and overpasses—was constructed to break up poor communities of color or separate them from more "desirable" areas. By deliberately destroying Black and brown businesses and neighborhoods, the government left residents who remained in these areas trapped without access to necessary resources or opportunities to thrive.

The construction of our highway system is just one of many examples of how government created today's communities of concentrated urban poverty. Although many of these policies have changed or lie in the past, like the construction of the highway system, their legacy continues to harm neighborhoods today. Highways destroyed wealth and community resources, leaving residents of these neighborhoods without access to resources and opportunities. But just as our government created these problems, it can fix them. We need to reinvest in the neighborhoods that were harmed by the highway system, promote opportunities for growth, and ensure that all of our communities have what they need to succeed.

12. Historical Policy: Redlining + Highway Systems

Everyone in the US should have access to the resources they need to grow and thrive. But decades of unjust policies have denied Black and brown urban neighborhoods access to the basic resources we all need to do well. Historical policies like redlining and the design of our highway system have worked together to destroy opportunities, push neighborhoods into poverty, and perpetuate racial inequality in our society.

Redlining is one example of how our government and institutions have deliberately harmed urban Black and brown communities in the US. As part of Roosevelt's New Deal, neighborhoods with primarily Black and brown residents were marked in red and considered "bad" areas to live, which told mortgage lenders not to provide loans in these areas. This prevented residents of these neighborhoods from owning homes and building wealth, which pushed redlined neighborhoods into poverty. At the same time, Black and brown families were barred from purchasing homes in white neighborhoods, which meant that they were effectively trapped in areas without opportunities for economic success.

Then, in the 1950s–70s, major sections of the US highway system were purposely built right through the middle of Black and brown neighborhoods. Policymakers saw highways as a way to break up poor communities of color or separate them from more "desirable" areas. By deliberately destroying Black and brown businesses and neighborhoods, the government left residents who remained in these areas trapped without access to necessary resources or opportunities to thrive.

Redlining and the construction of our highway system are two examples of how policies and government decisions created today's communities of concentrated urban poverty.

Although many of these policies have changed or lie in the past, like redlining and the construction of the highway system, their legacy continues to harm neighborhoods today. Redlining and highways destroyed wealth and community resources, leaving residents of these neighborhoods without access to resources and opportunities. But just as our government created these problems, it can fix them. We need to reinvest in the neighborhoods that were harmed by redlining and the highway system, promote opportunities for growth, and ensure that all of our communities have what they need to succeed.

13. Criminal Justice

Everyone in the US should have access to the resources they need to grow and thrive. But decades of unjust policies have denied Black and brown urban neighborhoods access to the basic resources we all

need to do well. These policies have destroyed opportunities, pushed neighborhoods into poverty, and perpetuated racial inequality in our society.

Our current criminal justice policies are one example of how our government and institutions have harmed urban Black and brown communities in the US. "Proactive policing" laws place more police in Black and brown neighborhoods, based on biased crime statistics that reflect the police's own biased decisions to target Black and brown people rather than actual levels of crime. When a neighborhood is incorrectly designated as "high-crime," this discourages businesses from investing in the area, which means there aren't opportunities for economic success.

Proactive policing is often combined with efforts to target low-level crimes that are typically seen in poor communities, like loitering or littering. This means that Black and brown people from poor communities are disproportionately targeted and arrested for petty behaviors that aren't a threat to public safety. And since Black and brown defendants are convicted more often and sentenced more harshly than white defendants for the same crimes, they are more likely to go to prison and have criminal records. And when many people in a neighborhood are pulled into the criminal justice system, this disrupts the community and makes it hard for the whole neighborhood to thrive.

Our criminal justice policies are just one example of how government has created communities of concentrated urban poverty and how our policies continue to deny residents of these neighborhoods access to resources and opportunities. But just as our government created these problems, it can fix them. We need to reinvest in poor urban neighborhoods that have unfairly been labeled as "high-crime," abolish unfair policing and sentencing practices, and make sure that all communities have what they need to succeed.

14. Education

Everyone in the US should have access to the resources they need to grow and thrive. But decades of unjust policies have denied Black and brown urban neighborhoods access to the basic resources we all need to do well. These policies have destroyed opportunities, pushed neighborhoods into poverty, and perpetuated racial inequality in our society.

Our current education policies are one example of how our government and institutions have harmed urban Black and brown communities in the US. Schools in these neighborhoods offer fewer opportunities to take advanced coursework in school, which means students in these schools don't have the same opportunities to learn and grow as their peers in other areas. And Black and brown students are punished more harshly and are more likely to be suspended or expelled than their white peers for the same behaviors. This unfair treatment makes Black and brown students more likely to drop out of school altogether, which makes it hard for them and their communities to succeed.

On top of this, a significant amount of public school funding comes from property taxes, which means that schools in poor communities don't receive as much funding as schools in wealthier areas. Poor funding means fewer resources for students, outdated learning materials, less qualified teachers, and even health hazards from old buildings. When children of color from poor neighborhoods are denied access to high-quality learning environments—and are punished or expelled at high rates—this means

they don't have a real opportunity to succeed.

Our education policies are just one example of how government has created communities of concentrated urban poverty and how our policies continue to deny residents of these neighborhoods access to resources and opportunities. But just as our government has created these problems, it can fix them. We need to reinvest in poor urban neighborhoods, abolish unfair funding and disciplinary practices in schools, and make sure that all communities have what they need to succeed.

Wave 2

In Wave 2, a short, targeted control was used instead of a null control. While the null control has a blank message, the targeted control is a short paragraph. Based on results of Wave 1, researchers were concerned that all of the frames, in addition to their intended effects, may have unintentionally cued unproductive stereotypes by mentioning race and poverty together. Those in the null condition would not have been exposed to any language about race and poverty, so would not be a helpful baseline if participants were also reacting to the discussion of race and poverty. A targeted control was added in Wave 2 so that all participants (including those in the null condition) would be exposed to a message that included mentions of race and poverty so that researchers could isolate the effects of the frames themselves.

1. **Targeted Control**

For decades, racist policies have harmed Black and brown communities, restricting home ownership, denying access to wealthier areas, and destroying opportunities for growth. These policies have contributed to the concentrated urban poverty we see today, and the effects of these policies are still felt by predominantly Black and brown urban neighborhoods.

Metaphors

2. Unequal Paths

Black and brown neighborhoods have been set down paths that are often foggy, dark, and full of obstacles like fallen trees and rocks, whereas predominantly white neighborhoods have been set down paths that are clear, bright, and well-maintained. It's like the difference between navigating a dense forest with no clear path and finding your way in a well-planned national park that has clearly marked trails and maps. Although people in both scenarios can make their journey successfully, it's much harder to do so when the path isn't clear.

For decades, racist policies have darkened the path to prosperity for Black and brown communities by restricting homeownership, denying access to wealthier areas and destroying opportunities for growth. These policies have contributed to the concentrated urban poverty we see today by blocking the path to resources and opportunities, and the effects of these policies are still felt by predominantly Black and brown urban neighborhoods.

Our country's racist policies have made the path to prosperity extraordinarily difficult for Black and brown neighborhoods. But just as paths can be cleared and maps can be made, we can make sure that Black and brown urban communities have what they need to forge new paths and light the way toward success. If we do this, we can eradicate urban poverty and make sure that everyone's path to prosperity is clear and bright.

3. Garden

Neighborhoods are like gardens: they may seem natural, but they are actually carefully planned, cultivated, and shaped by our actions. To thrive, gardens need nutrients, water, and sunlight. In the same way, neighborhoods need resources to grow and prosper. But Black and brown neighborhoods have been denied what they need to grow, whereas predominantly white neighborhoods have had access to the resources they need to thrive. This explains why some neighborhoods do well while others experience poverty.

For decades, racist policies have prevented Black and brown families from putting down roots in newer neighborhoods by restricting homeownership, denying access to wealthier areas and destroying opportunities for growth by leaving urban neighborhoods to wither without proper care. These policies have contributed to the concentrated urban poverty we see today by cutting off access to the resources and opportunities these communities needed to grow and flourish, and the effects of these policies are still felt by predominantly Black and brown urban neighborhoods.

A garden can quickly wither if it doesn't have what it needs to grow. But just as sunlight and water can bring a garden back to life, we can make sure that Black and brown urban neighborhoods have the nourishment they need to revitalize their communities. If we do this, we can eradicate urban poverty and encourage poor communities to grow.

Values

4. Fairness across Places

Everyone in the US deserves to be treated fairly and given the same opportunities to succeed, no matter where they live. But right now, where we live—our zip code—determines how well we do, and this isn't fair. For decades, racist policies have harmed Black and brown communities, restricting homeownership, denying access to wealthier areas, and destroying opportunities for growth. These policies have contributed to the concentrated urban poverty we see today, and the effects of these policies are still felt by predominantly Black and brown urban neighborhoods.

Where we live is a key determinant of our life outcomes, but it shouldn't be this way. Instead, we should be investing in all types of neighborhoods to make sure that everyone has the resources and opportunities they need to succeed. Neighborhoods thrive when they are home to successful businesses because it means there are more job opportunities for its residents and more money flowing through the local economy. And when neighborhoods have enough decent and affordable housing, it means that people have safe and stable homes, which contributes to better life outcomes overall.

Over the past several decades, racist policies have steadily undermined Black and brown urban communities, destroying opportunities for growth and pushing them deeper into poverty. To truly create fairness across places, we need to invest in urban communities of color as we always should have. We can only eradicate urban poverty when all communities have the resources and opportunities they need to succeed.

5. Moral Responsibility

As a society, we have a moral responsibility to ensure that all people have the same opportunities to

succeed. But right now, we are failing in this responsibility. For decades, racist policies have harmed Black and brown communities, restricting homeownership, denying access to wealthier areas, and destroying opportunities for growth. These policies have contributed to the concentrated urban poverty we see today, and the effects of these policies are still felt by predominantly Black and brown urban neighborhoods. This is wrong, and we have an obligation to fix it.

To live up to our moral responsibility, we should be investing in all types of neighborhoods to make sure that everyone has the resources and opportunities they need to succeed. Neighborhoods thrive when they are home to successful businesses because it means there are more job opportunities for its residents and more money flowing through the local economy. And when neighborhoods have enough decent and affordable housing, it means that people have safe and stable homes, which contributes to better life outcomes overall.

Over the past several decades, racist policies have steadily undermined Black and brown urban communities, destroying opportunities for growth and pushing them deeper into poverty. To right these wrongs, we need to invest in urban communities of color as we always should have. We can only eradicate urban poverty when we live up to our moral responsibilities and ensure that all communities have the resources and opportunities they need to succeed.

Wave 3

Frames about Place-Based Work

1. Resident Knowledge/Expertise

Residents know best what they need to revitalize their neighborhoods to be hubs of prosperity, growth, and opportunity. This is because residents know the history, culture, and family legacies of their community. For this reason, organizations working in neighborhoods—especially historically Black neighborhoods—should partner with residents to understand what they want and help them create the change they envision. These diverse community partnerships can ensure that resident knowledge is valued in efforts to restore their neighborhoods.

Residents will always know best what they need to thrive. When community-based organizations commit to creating strong partnerships with local residents, and respect that residents know best, they can ensure that residents get the resources they need to realize their vision for a thriving community.

2. Resident Power/Agency

Residents know best what they need to revitalize their neighborhoods to be hubs of prosperity, growth, and opportunity, and they are capable of creating lasting change if they have the resources they need. For this reason, organizations working in neighborhoods—especially historically Black neighborhoods—should partner with residents to obtain the resources they need to create the change they envision. These diverse community partnerships can ensure that residents have the capacity to restore their neighborhoods as they see fit.

With the right resources, residents can be agents for lasting change in their neighborhoods. When community-based organizations commit to creating strong partnerships with local residents, and amplify residents' decision-making power, they can ensure that residents get the resources they need to realize their vision for a thriving community.

3. Community-Based Revitalization

Local governments and developers often try to revitalize neighborhoods by promoting economic development and encouraging higher-income residents to move into the area, but this often ends up raising living costs and forcing longtime residents out of their communities. To avoid displacing current residents, neighborhood revitalization efforts—and especially those in historically Black neighborhoods—should lean on community-based organizations that work closely with residents to understand what they need to thrive. These diverse community partnerships can ensure that longtime residents are centered in efforts to restore their communities.

When extra steps are taken to center residents in neighborhood revitalization efforts, local governments and developers can ensure that all residents—old and new—benefit from new investments in their neighborhoods.

Stories

4. Story (Base, Chronological)

The Kendall-Whittier neighborhood in Tulsa was hit hard in the 1960s by an "urban renewal" plan that destroyed homes and businesses and replaced them with a highway cutting through the middle of the community. As a result, the neighborhood was deprived of the resources that residents needed to thrive—like good jobs and schools—which led to an increase in poverty, crime, and other problems.

Despite these actions taken against it, this historically Black neighborhood fought to retain its vibrancy. In the 1990s, longtime residents and diverse newcomers came together to create resources such as a library, post office, and a new school. The community is building on this momentum by partnering with a nonprofit named Growing Together. By working closely with residents, the partnership has brought cradle-to-college education, new businesses, and community wellness programs—including new outdoor spaces—to the neighborhood. And by creating mixed-income housing, the community is ensuring that longtime residents can remain in the neighborhood and the community can retain its character.

By creating a diverse community partnership with Growing Together, residents are realizing their vision for a thriving neighborhood. Their story shows how the harm caused by past policies can be overcome.

5. Story + Problem Data

The Kendall-Whittier neighborhood in Tulsa was hit hard in the 1960s by an "urban renewal" plan that bulldozed hundreds of homes and replaced them with a highway cutting through the middle of the community. Nearly 50 percent of local businesses closed, which resulted in dozens of vacant storefronts and left residents with half as many job opportunities. The schools in the neighborhood deteriorated and graduation rates plummeted, with fewer than 50 percent of students graduating high school. As a result of these "urban renewal" policies, the residents were deprived of the opportunities and resources they needed to thrive, and poverty, crime, and other problems increased.

Despite these actions taken against it, this historically Black neighborhood has fought to retain its vibrancy. In the 1990s, longtime residents and diverse newcomers came together to champion the creation of a library, post office, and a new school. The community is building on this momentum

by partnering with a nonprofit named Growing Together. By working closely with residents, the partnership has brought cradle-to-college education, new business opportunities, and community wellness programs—including new outdoor spaces—to the neighborhood. And by creating mixed-income housing, the community is ensuring that longtime residents can remain in the neighborhood and the community can retain its character.

By creating a diverse community partnership with Growing Together, residents are realizing their vision for a thriving neighborhood. Their story shows how the harm caused by past policies can be overcome.

6.   Story + Solution Data

The Kendall-Whittier neighborhood in Tulsa was hit hard in the 1960s by an "urban renewal" plan that destroyed homes and businesses and replaced them with a highway cutting through the middle of the community. As a result, the neighborhood was deprived of the resources that residents needed to thrive—like good jobs and schools—which led to an increase in poverty, crime, and other problems.

Despite these actions taken against it, this historically Black neighborhood has fought to retain its vibrancy. In the 1990s, longtime residents and diverse newcomers came together to champion the creation of a library, post office, and a new school. The community is building on this momentum by partnering with a nonprofit named Growing Together. By working closely with residents, the partnership has brought over $150 million dollars to the neighborhood, resulting in 40 new businesses, including grocery stores and restaurants. Residents have also created community wellness programs, a public park, and an open-air market. Additionally, residents built 250 new units of mixed-income housing and graduation rates have steadily increased, with nearly 98 percent of students graduating high school. Through this work, the community is ensuring that longtime residents can remain in the neighborhood and the community can retain its character.

By creating a diverse community partnership with Growing Together, residents are realizing their vision for a thriving neighborhood. Their story shows how the harm caused by past policies can be overcome.

7.   Story + Problem and Solution Data

The Kendall-Whittier neighborhood in Tulsa was hit hard in the 1960s by an "urban renewal" plan that bulldozed hundreds of homes and replaced them with a highway cutting through the middle of the community. Nearly 50 percebt of local businesses closed, which resulted in dozens of vacant storefronts and left residents with half as many job opportunities. The schools in the neighborhood deteriorated and graduation rates plummeted, with fewer than 50 percent of students graduating high school. As a result of these "urban renewal" policies, the residents were deprived of the opportunities and resources they needed to thrive, and poverty, crime, and other problems increased.

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a public park, and an open-air market. Additionally, residents built 250 new units of mixed-income housing and graduation rates have steadily increased, with nearly 98 percent of students graduating high school. Through this work, the community is ensuring that longtime residents can remain in the neighborhood and the community can retain its character.

By creating a diverse community partnership with Growing Together, residents are realizing their vision for a thriving neighborhood. Their story shows how the harm caused by past policies can be overcome.

Values

8. Blended Fairness/Responsibility

As a society, we have a responsibility to make sure that everyone is treated fairly and given the chance for success, no matter where they live. But right now, where we live—our zip code—determines how well we do, and this isn't fair. Our country has failed to invest in too many neighborhoods, and our history of slavery, redlining, and other discriminatory policies has caused specific harm to Black people and many historically Black neighborhoods. The diversion of resources away from these neighborhoods means that they have fewer businesses, less access to critical services, and lower quality public infrastructure—all of which makes it difficult to thrive. This isn't fair, and we should fix it.

To make sure that everyone is treated fairly no matter where they live, our society has a responsibility to support revitalization efforts in under-resourced communities, including many historically Black neighborhoods. When community-based organizations work closely with residents, they can build diverse partnerships that value resident voices and ensure that neighborhoods have the resources they need to realize their vision for a prosperous community. Only when all communities have a fair shot at success will we have lived up to our responsibilities as a society.

9. Human Potential

As a society, we believe that people in every neighborhood and region of our country possess unique knowledge, diverse talents, and special gifts. But right now, some neighborhoods are equipped with the supports that ensure residents do well, while others have been deprived of the resources that allow for their potential to be fully realized. In addition, our country's history of slavery, redlining, and other discriminatory policies has caused specific harm to Black people and many historically Black neighborhoods. The diversion of resources away from these neighborhoods means that they have fewer businesses, less access to critical services, and lower quality public infrastructure—all of which makes it difficult to thrive.

To ensure that everyone in every neighborhood can reach their full potential, our society needs to support revitalization efforts in under-resourced communities, including many historically Black neighborhoods. When community-based organizations work closely with residents, they can build diverse partnerships that value resident voices and ensure that neighborhoods have the resources they need to realize their vision for a prosperous community. Only when our society ensures communities across the country can reach their full potential can communities receive the resources and infrastructure they need.

Frames about Race and Class Together

10. Anybody Can Be Poor + Specific Harms to Black Communities

Anyone can experience poverty, and there are white, Black, and brown people in all parts of the country who do. In addition, our country's history of slavery, redlining, and other discriminatory policies has caused specific harm to Black people and many historically Black neighborhoods. The specific diversion of resources away from these neighborhoods means that they have disproportionately fewer resources, less access to critical services, and lower quality public infrastructure.

As a society, we need to take steps to reduce poverty in all communities. We also need to take steps to repair the specific harms done to historically Black neighborhoods. Community-based work is one effective way to do this. When community-based organizations work directly with local residents, they can build diverse partnerships that value resident voices. Through this process, community-based organizations can ensure that historically Black neighborhoods get the resources they need to revitalize their communities.

11. Wealth Inequality

Wealth in our country is increasingly concentrated in particular neighborhoods, leaving the rest of us with fewer resources and opportunities. In addition, our country's history of slavery, redlining, and other discriminatory policies specifically pulled wealth from Black people and many historically Black neighborhoods. The specific diversion of resources away from these neighborhoods means that they have disproportionately fewer resources, less access to critical services, and lower quality public infrastructure.

As a society, we need to take steps to reduce wealth inequality between all communities. We also need to take steps to repair the specific harms done to historically Black neighborhoods. Community-based work is one way to do this. When community-based organizations work directly with local residents, they can build diverse partnerships that value resident voices. Through this process, community-based organizations can ensure that historically Black neighborhoods get the resources they need to revitalize their communities.

Appendix D: Sample Survey Items

Respondents were asked to rate their agreement with the following batteries of questions. For some of these items, researchers were looking for increases in agreement. For example, in Battery A, stronger agreement with the items indicates a better understanding of systemic racism. However, other batteries are reverse coded because researchers were looking for decreases in agreement. For example, in Battery E, a stronger agreement with the items indicates more negative attitudes about Black families. In those cases, we looked for agreement to lessen. Thus, those batteries were reverse coded. Those that were reverse coded are indicated in parentheses beside the title of those batteries.

Battery A: Understanding of Systemic Racism

Please rate how much you agree or disagree with the statements below: [*7-point Likert Scale: 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither disagree nor agree, 5 = somewhat agree, 6 = agree, 7 = strongly agree*]

1. Our laws, policies, and institutions work together to disadvantage Black people.

2. Our country's past policies have unfairly taken resources away from historically Black neighborhoods.

3. When people of different races live in different neighborhoods, it's the result of intentional policies and laws meant to keep groups separate.

Battery B: Outcomes of Systemic Racism

To what extent do you think that historically Black neighborhoods are shaped by the following factors? *[5-pt Likert Scale: 1 = not at all, 2 = a little, 3 = a moderate amount, 4 = a lot, 5 = a very large amount]*

4. Economic disinvestment from these communities

5. Racism embedded in US social structures and institutions

6. City governments neglecting these communities

Battery C: Collective Efficacy

Subscale 1: Individual Efficacy (Reverse Coded)

Please rate how much you agree or disagree with the statements below: *[7-point Likert Scale: 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither disagree nor agree, 5 = somewhat agree, 6 = agree, 7 = strongly agree]*

7. If people work hard enough, they can pull themselves out of poverty.

8. I am confident that people can get out of poverty if they work hard and persist.

Subscale C2: Efficacy of Community-Based Work

9. How realistic is it to believe that community-based organizations can help residents improve conditions in their neighborhoods? *[5-point Likert Scale: 1 = not at all realistic, 2 = slightly realistic, 3 =*

somewhat realistic, 4 = moderately realistic, 5 = extremely realistic]

10. How confident are you that community-based organizations can work closely with residents to restore their neighborhoods? *[5-point Likert Scale: 1 = not at all confident, 2 = slightly confident, 3 = somewhat confident, 4 = moderately confident, 5 = extremely confident]*

Battery D: Collective Responsibility

Please rate how much you agree or disagree with the statements below: *[7-point Likert Scale: 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither disagree nor agree, 5 = somewhat agree, 6 = agree, 7 = strongly agree]*

Subscale 1: Individual Responsibility (Reverse Coded)

11. Individuals are solely responsible for getting themselves out of poverty.

12. If individuals want to get out of poverty, they should make better choices.

Subscale 2: Collective Responsibility

13. It is our responsibility, as a society, to ensure that historically Black neighborhoods have the resources they need to thrive.

14. We as a society have an obligation to restore resources that have been diverted away from historically Black neighborhoods.

Battery E: Attitudes about Black Families (Reverse Coded)

Please rate how much you agree or disagree with the statements below: *[7-point Likert Scale: 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither disagree nor agree, 5 = somewhat agree, 6 = agree, 7 = strongly agree]*

15. If Black people just worked harder, they could make things better for themselves.

16. Most Black people would rather live on welfare than get a job.

17. Poor people can change their circumstances; they just choose not to.

Battery F: Support for Inclusive Decision-Making

Please rate how much you agree or disagree with the statements below: *[7-point Likert Scale: 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither disagree nor agree, 5 = somewhat agree, 6 = agree, 7 = strongly agree]*

18. Residents of historically Black communities know best what they need to thrive.

19. People who live in historically Black communities should always have a say in how their neighborhoods are developed.

20. When community-based organizations value resident input, restoration efforts are more likely to be successful.

Battery G: Inevitability of Gentrification (Reverse Coded)

Please rate how true you believe the following statements to be: *[5-point Likert Scale: 1 = not at all true, 2 = slightly true, 3 = somewhat true, 4 = true, 5 = very true]*

21. Attempts to revitalize neighborhoods will always increase living costs for existing residents.

22. Higher-income residents will always be prioritized over lower-income residents during neighborhood revitalization efforts.

Where We Thrive:
Communicating about Resident-Centered Neighborhood Revitalization

In partnership with
Purpose Built Communities

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