

# REGENERATORS' PLACE-BASED-PILOT LOLLAPALOOZA IN RICHMOND CALIFORNIA



*Freedom Begins Where Work Ends, 2020* by Serena Corson  
Spray paint, acrylic, and oil on canvas, 24 in. x 30 in.  
Exhibited at Berkeley Art Center 2022 Exhibition: *No Way Out But Through*

**IMAGINED BY**  
TRACEY ROGERS BRANDT

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# OVERVIEW

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Richmond California presents a unique opportunity to become a multi-solving prototyping incubator, for regenerative designed co-creations, fostering a culture of belonging that can become a pattern of “customized” replication, available for communities around the globe. Imagine neighborhood based, urban ecovillages, nested within [One Earth’s framework](#) of realms, bioregions and ecoregions, that currently does not include human communities. Urban transformations, patterned after Richmond’s future success, could lead the world to reach a new paradigm where humans live at the intersection of purpose, passion, service and higher consciousness, and “work” is a four letter antiquated word associated with our toxic past civilization built upon systems of domination, othering, efficiency and scarcity. Urban transformations patterned after Richmond, could provide needed frameworks for local communities to become sustainable, planet positive, and life affirming. Increasing their bioregional circularity, while simultaneously becoming far more resilient to face future emergencies with place based organizing to restore ecosystems, grow and share food and prepare for electricity, internet, water, and other service interruptions stemming from natural disasters or civil unrest, which are both expected in the years to follow.

Grassroots Community Based Organizations already established in Richmond California like [Urban Tilt](#), [Richmond Rising](#), [RichmondLAND](#), [Rich City](#), [Grid Alternatives](#), [Groundwork Richmond](#), [The Watershed Project](#) and [Trust for Public Lands](#) are on the right track. They spend their valuable time shoulder to shoulder, in their communities, striving to break free of the systems that prohibit their thriving, in harmony with all life, in their ecosystem. They are working to restore their community and take back land with a project funded by a \$35 million grant through 2028 and managed by Richmond Rising, focused on the Iron Triangle, Santa Fe and Coronado neighborhoods.

We have a unique opportunity at this moment to connect the following communities in the San Francisco Bay Area, to collectively roll up our sleeves and get to work on modeling the “how,” for transforming the modern dream to become planet positive and life affirming in an urban city where the fossil fuel industry impact destroyed lives, neighborhoods and life dating

back to at least 1902. I see a unique moment to model a new modern dream, built upon belonging, sufficiency and abundance with a systems lens and deep respect for complexity theory.

1. **Regenerator Communities** that span from regenerative technologist, land conservationist, academia, governments, philanthropies, impact investing and more, but who largely share common ground around having lived a life of privilege when compared to the next group.
2. **Grassroots Community Based Organizations** focused on lifting people of color and indigenous communities, who have lived generations of unfathomable deprivation and abuse from the colonizers.
3. **GGRA Funding & Impact Investors** that can leverage GGRA funds to provide a catalyst for vast private sector resources that are value aligned around winding down the Fossil Fuel industry and transforming the human economy to become planet positive and life affirming.

John D. Liu said, “***If restoring the earth becomes humanity’s central intention, there is no way we can fail.***” I couldn’t agree more, and I am ready to join all those in agreement, to get to work on ushering in a new way of being, that leads to a cascade of unimaginable outcomes shifting humanity’s central intention for how to be, and begin our homeward journey to our most sacred and fundamental truth:

~\*~ **we ARE nature** ~\*~

# RICHMOND PILOT INTENTIONS & PRINCIPLES

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I see an opportunity to trial an incredibly promising pathway in Richmond California where the outcomes cascade into unimaginable possibilities once visions we co-create are brought to life. We will co-create, learn, iterate, co-create and feel nourished, inspired and optimistic from communing and getting to work on the “how,” for transforming the human economy to become planet positive and life affirming!

1. **Co-create a novel, life affirming superorganism, perhaps called *The Commons Alliance of Nature (CAN)*, and welcome all humans to become citizens of the Alliance.**
  - a. Founded by an advisory board of trusted, benevolent and verified non-profit organizations who can lend credibility and a safe space for co-creation development during the Richmond pilot.
  - b. Support the Richmond Place-Based-Pilot Lollapalooza (*see next section*) and the Community Land Trust, RichmondLand, mission to build grassroots power for resident-driven and community-controlled land-use through community organizing, land acquisition, development, and stewardship of the land and affordable housing for long-term community benefit.
  - c. Begin recruiting Richmond pilot area community members to join CAN and sign a charter agreement when joining that at least includes:
    - i. Agreeing that humanity’s central intention is restoring the Earth
    - ii. Agree to honor our most sacred and fundamental truth:  
**~~ we ARE nature ~~**
  - d. CAN members benefit from a deep sense of belonging that provides hope, calls to place based actions, resiliency, emergency preparedness, transformation pathways, mutual learning, offers & needs markets, and much more.

- e. CAN members are given an entirely new lens for considering the world and our place in the world, and what it means to be human and what defines a meaningful life<sup>1</sup>.
- f. Structured with future intentionality to become a decentralized AND unified octopus-like mycelial network of regional and equity based governance, perhaps nesting within the One Earth framework of realms and bioregions, with the addition of human communities.
  - i. Governance intentionality includes local management of Bioregional Land Trust Accounts to ensure bioregional communities are primarily responsible for meeting the needs of its members, **which includes all life**.
  - ii. Following established Indigenous practices where actions are considered in terms of the impacts of the “seven generations” where both the experience of the past seven generations and the consequences for the next seven generations inform decision-making.
  - iii. Consider a novel approach with regional and equity based representation for governance (*more to share on this topic*)

## 2. **Co-create a Regenerators’ Place-Based-Pilot Lollapalooza in Richmond California.**

- a. Richmond is a San Francisco California East Bay city, 8 miles north of Berkeley with a population of approximately 115,000, where poverty and crime are above national averages and the indigenous and other peoples of color have suffered incalculable losses from being oppressed, in a colonized geopolitical boundary, based on extractive systems dating back to at least June 1902, when the first cargo of crude oil was delivered to the Richmond wharf. A month later, on July 3, 1902, the Richmond Standard Oil refinery came to life as the fires were lit in what is now the Chevron Refinery.
- b. Prototype an urban transformation with Richmond California becoming a planet positive, ecological based community to learn from and use for fractal replication.

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<sup>1</sup> Adapted from Schmachtenberger, Daniel, Interview with Mark Wooding on [Before Skool Podcast](#), Game Theory, False Narratives, Survival, Life Advice | BSP# 20

- i. Richmond is on a peninsula separating San Francisco Bay (on the south) and San Pablo Bay (to the north), and the city has 32 miles of shoreline. The city's total area is 56 square miles, of which 33.7 (60%) are land area and 22.3 (40%) are water area with 3000 acres hosting the Chevron refinery.
  - c. A Richmond transformation could become a lightning rod, attracting unimaginable funding aimed at removing the Chevron refinery from the San Francisco Bay.
3. **Prototype a new platform, based upon a universal classification system, that maximizes value creation while preventing wealth concentration, enabling millions to create new value in new places via unbundling industrial era boundaries and systems AND rebundling them to create novel systems, with new forms, boundaries and abundant value creation shared equitably.<sup>2</sup>**

Our indigenous ancestors lived for millions of years as stewards of all life and planet, sharing wisdom and growing compassion through generations by sharing narrative stories. A new platform, based on a universal classification system, derived from examining indigenous practices, provides a transformation pathway from our current world to a new modern dream, based on sufficiency and abundance rather than efficiency and scarcity.

Indigenous Practice		Universal Classification
Stewards of all life & planet Earth		Stabilizing Planetary Boundaries
Stewards of human communities where self actualization is the norm and wealth is measured by generosity		Principles of Regenerative Vitality
Narrative Storytelling to grow wisdom and compassion for generations		Story Sharing & Community Building

**Figure 1:** Mapping Indigenous practices for transformation.

<sup>2</sup> Choudary, Sangeet Paul [The Fast Future Blur](#), Chapter 1, The Fast Future Arsenal,. Adapted from Figure 1.1, pg 5, the Illustrative diagram of the shift from vertical to horizontal value creation through unbundling and rebundling.

# RICHMOND PILOT DESIGN & APPLICATION

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We can trial ideas and support enormous community building effort underway, with the many novel creations and projects emerging in the San Francisco Bay Area alone, that are abundant and provide opportunities to design regenerative prototypes and pilot programs, as a co-creation between the established Richmond Community Building Organizations and a TBD selection of Regenerative projects, humans and organizations. The common ground for future participants in the Regenerators' Place-Based-Pilot Lollapalooza, is their **nature + place based approach** fostering conditions conducive for life to continuously renew itself, now and in the future:

- Design for flows, not end states, ***as nature does***<sup>3</sup>
  - Design for multi solving with cascading benefits<sup>4</sup>, ***nature never does one thing at a time***<sup>5</sup>
  - Design with life at the center of value creation where innovation actively contributes to systemic health and the resilience of natural resources, social systems and economic structures. ***Nature is a set of interconnected relationships.***<sup>6</sup>
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## Richmond Community Building Organizations

Richmond based [Urban Tilth](#) hosted a community celebration for Earth Day on April 20, 2024 to also launch [Richmond Rising](#), a coalition of local organizations implementing projects envisioned by the community. Funded by a [\\$35 million grant](#) to fight climate change by reducing greenhouse gas emissions and to increase community resilience, the grant and projects bring environmental, health, and economic benefits to the Iron Triangle, Santa Fe, and Coronado neighborhoods. Richmond Rising is supported by California's [Strategic Growth Council](#) and [California Department of Conservation](#) and partners include:

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<sup>3</sup> Groopman, Jessica [The Fast Future Blur](#), Chapter 2, Regenerative Innovation, p.20

<sup>4</sup> Frischmann, Chad [What is Multisolving? And How to Do It?](#)

<sup>5</sup> Groopman, Jessica [The Fast Future Blur](#), Chapter 2, Regenerative Innovation, p.20

<sup>6</sup> Groopman, Jessica [The Fast Future Blur](#), Chapter 2, Regenerative Innovation, p.20



- [City of Richmond](#)
- [Center for Global Healthy Cities at UC Berkeley](#)
- [GRID Alternatives](#)
- [Groundwork Richmond](#)
- [Rich City Rides](#)
- [The Trust for Public Land \(TPL\)](#)
- [Urban Tilth](#)

In addition, a woman-led, member based, Community Land Trust called [RichmondLAND](#) is currently under-resourced and seeking an Executive Director to lead and build upon their Just Transition Framework, developed by [Movement Generation](#) with the Climate Justice Alliance [Our Power Campaign](#). The Richmond customized plan can be [viewed here](#) and follows the Just Transition Framework which specifies:

- Democratize wealth and the workplace
- Advance ecological restoration
- Drive racial justice and social equity
- Relocalize most production and consumption

RichmondLAND has an impressive foundation and mission and is surrounded by incredibly promising Richmond based non-profit CBO's and has established collaborators ready to leverage, like UC Berkeley's [Othering & Belonging Institute](#) and [Rise Economy](#) to name a few. Imagine expanding scope and exploring a co-council approach or mentorship approach for the Executive Director role to support the complexity and scale of the Regenerators' Place-Based-Pilot Lollapalooza co-creation with Richmond Rising and other Richmond CBO's.

Richmond offers enormous opportunity due to the intersection of:

- Existing, well funded and organized Community Building Organizations working together under the direction of the Collaborative Stakeholder Committee (CSC), which is called Richmond Rising. Bylaws were approved at the inaugural meeting in May 2024 and the next meeting is Wednesday June 5, 2024 at 6pm.

- Government support with available funding from the City, County & State of California. Specifically the Strategic Growth Council and California Department of Conservation for the Richmond Rising grant.
  - Historical destruction to community and ecosystem from the Fossil Fuel Industry (Chevron Refinery).
  - Existing, member based, woman led Community Land Trust called RichmondLAND
  - A city of reasonable population at ~115,000 for a prototype, with 32 miles of San Francisco Bay shoreline which translates to 40% of the 56 square miles, being a water area. The Chevron refinery holds 3000 acres which represents 4.7 square miles and 8% of the city. Guessing most to all is the water area, Chevron holds 21% of the Richmond water area!
  - A city in a place where vast resources are readily available that span a myriad of sectors and focal points and could easily join as an Alliance to co-create the world's first urban transformation to a new modern dream.
  - Multiple attributes associated with both the Richmond Rising project and the City of Richmond, are clear matches to multiple criteria for GGRA funding, which is meant to provide a catalyst for private sector funding that will be eager to support the removal of the Chevron Refinery.
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## Regenerators' Place-Based-Pilot Lollapalooza

Following are projects either I have imagined or that I have discovered along my learning journey since March 2023. For over a year the universe has pulled me to nurture visions, built upon the foundation of the universal classification system, I conceived after spending months exploring a place based supply chain disruptor for the wine industry. That nugget of an idea germinated the massive vision, to leverage existing and new frameworks, to shift the foundation of our civilization to become asset and action based, with bioregional circularity, resilience, governance and equitable distribution of bioregional resources and abundance (wealth).

A new platform, based on a universal classification system derived from examining indigenous practices, provides a transformation pathway from our current world to a new modern dream, based on sufficiency and abundance rather than efficiency and scarcity. The common ground for future participants in the Regenerators' Place-Based-Pilot Lollapalooza, is their nature + place based approach fostering conditions conducive for life to continuously renew itself, now and in the future.

## 1. The Commons Alliance of Nature (CAN)

- a. An alliance of benevolent and trusted nonprofits to support the Place-Based-Pilot Lollapalooza with intentionality of becoming a future decentralized AND unified octopus-like mycelial network of regional and equity based governance.
- b. Governance intentionality includes local management of Bioregional Land Trust Accounts to ensure bioregional communities are primarily responsible for meeting the needs of its members, which includes all life.
- c. Founding nonprofits could include...***your organization's name here?***
- d. Funding potential via CAN is unimaginable once established, and could follow the novel approach of Pachamama Alliance by distributing funds to bioregions via **funding overhead and operations**, to allow local bioregional efforts to focus on their purpose and passion and creation of abundance, rather than establishing office systems and business operational expertise.
  - i. The new BioFi Project launching with the publishing of a new body of work around [Bioregional Financing Facilities \(BFF\)](#) from Samantha Power, Dark Matter Labs, Dr. Stuart Cowan and Buckminster Fuller Institute potentially nests under CAN, once operational, but for now is a unique item below.

## 2. Universal Classification System

Our new modern dream can leverage regenerative innovation and tech for good to co-create a universal classification system that can be developed into an asset and action based approach, as compared to the deficit models focused on weaknesses that have driven the human experience to the precipice we now stand.

Indigenous Practice		Universal Classification
Stewards of all life & planet Earth		Stabilizing Planetary Boundaries
Stewards of human communities where self actualization is the norm and wealth is measured by generosity		Principles of Regenerative Vitality
Narrative Storytelling to grow wisdom and compassion for generations		Story Sharing & Community Building

**Figure 1:** Mapping Indigenous practices for transformation.

The classification's power for providing invaluable insight from labels, overlaid with bioregional data (soil, ground water, geology, temperature, population, biodiversity, political, etc.), is unimaginable with infinite possibilities for each bioregion to customize, iterate, change and create more possibilities!

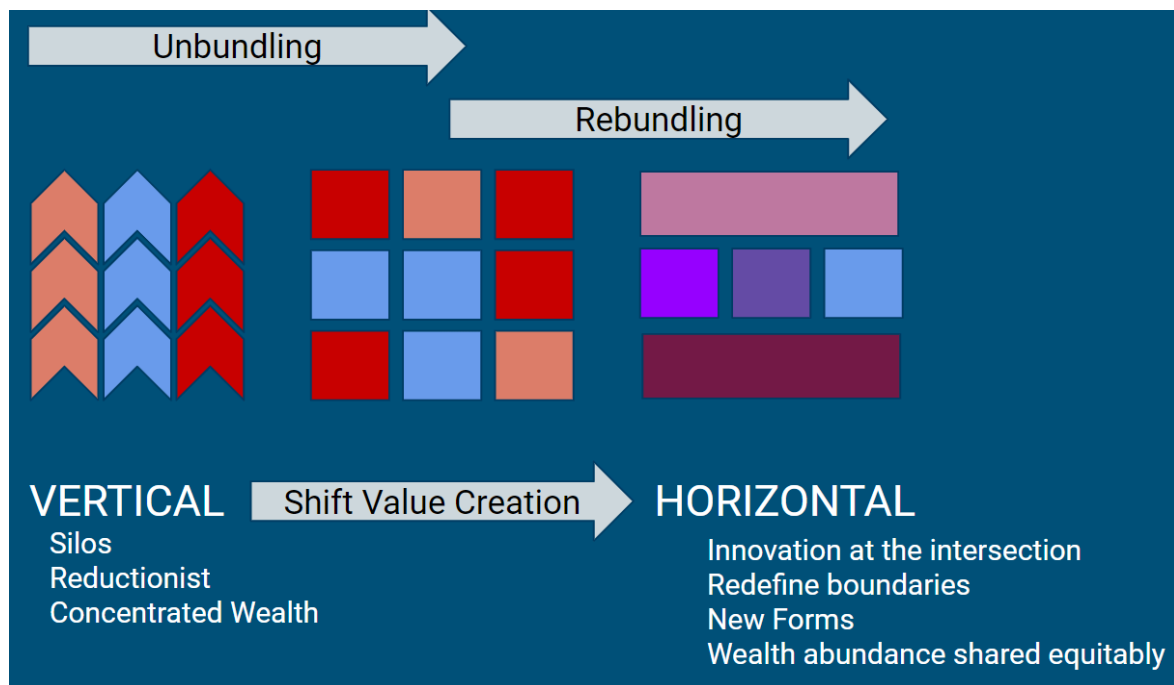
Each of the three pillars further reduces to the nine planetary boundaries, eight principles of regenerative vitality<sup>7</sup>, and three focal points for story sharing & community building, for a total of 20 areas of interest, experience, verification, status, progress, learning, projects, entities, ecotourism, and so much more! In centuries to come I imagine a world where humanity exists around these pillars, perhaps evolving to focus on nourishing for Planetary Boundaries, the Human Economy & Story Sharing. In the end, what could we imagine or create that is not supportive of at least one of these twenty areas? If none are supported perhaps it is a bad actor and should be provided transformation pathways?

<sup>7</sup> Fullerton, John, Capital Institute, Regenerative Economics and the Principles of Regenerative Vitality

STABILIZE 9 PLANETARY BOUNDARIES	1	Climate Change
	2	Biosphere Integrity
	3	Land System Change
	4	Freshwater Change
	5	Biogeochemical Flows
	6	Ocean Acidification
	7	Atmospheric Aerosol Loading
	8	Stratospheric Ozone Depletion
	9	Novel Entities
RECONSTRUCT HUMAN ECONOMY BASED ON 8 PRINCIPLES OF REGENERATIVE VITALITY	1	In Right Relationship
	2	Empowered Participation
	3	Views Wealth Holistically
	4	Innovative, Adaptive, Responsive
	5	Seeks Balance
	6	Edge Effect Abundance
	7	Honors Place & Community
	8	Robust Circulation
STORY SHARING & COMMUNITY BUILDING	1	Our Story
	2	This Moment
	3	Our Future

**Figure 2:** The 20 focal areas of the Universal Classification System.

Humans around the globe will benefit from a universal understanding of Indigenous practices when they learn from ecological communications, in a myriad of forms and largely by practice, once the universal classification system is operational and foundational to the human economy which we must unbundle and rebundle to become planet positive and life affirming!



**Figure 3:** Unbundling and Rebundling the Human Economy<sup>8</sup>.

Imagine a digital platform where humans can zero in on any bioregion (as possible today on the One Earth navigator) but with the universal classification system can learn real time status, opportunities, learning offers, needs, and more from the lens of how the bioregion performs around each of the twenty areas in the Universal Classification system. Or approach from the lens of a particular planetary boundary, say biodiversity, and the platform can provide synthesization of complex data sets to provide insights by selection criteria such as geography, forecasts for future including when the boundary moves from “stabilization” to protection mode due to now being stabilized.

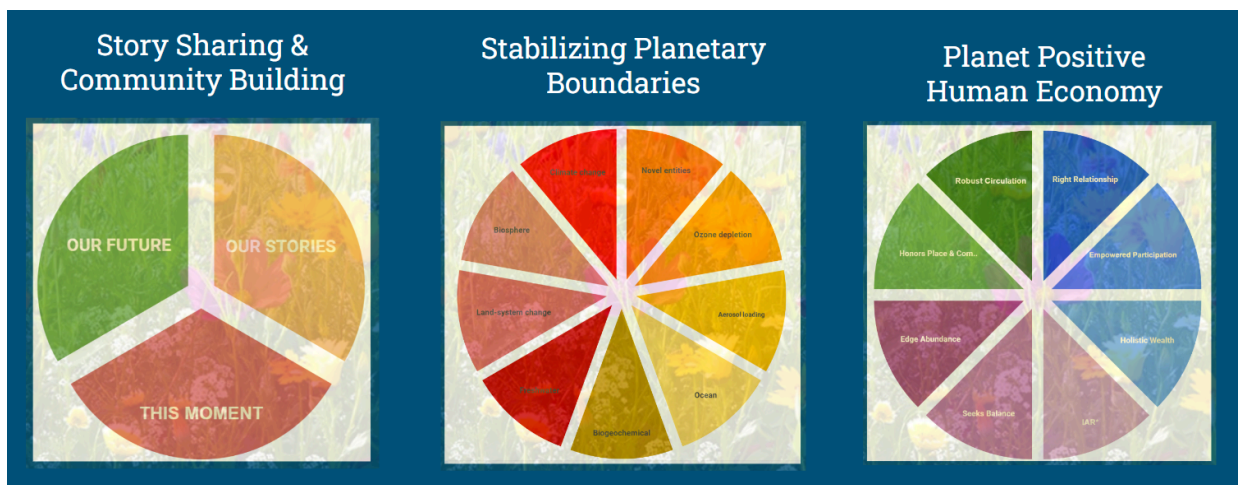
The platform provides a new way of approaching our lives where AI & LM models are planet positive and in service to life. The platform automates mundane tasks and synthesizes disparate information archives, new data sets from actions, monitoring and the universal classification system, and ultimately frees up our precious time to focus on interpersonal care. Humans can spend time thinking. Thinking about what it means to be human and how to live a meaningful, nourishing, spiritual and joyful life

<sup>8</sup> Choudary, Sangeet Paul [The Fast Future Blur](#), Chapter 1, The Fast Future Arsenal,. Adapted from Figure 1.1, pg 5, the Illustrative diagram of the shift from vertical to horizontal value creation through unbundling and rebundling.

where we appreciate sunsets and spend enormous time with our species when they are young and their neuroplasticity the highest, and as they age and their wisdom greatest<sup>9</sup>. If all of this sounds familiar, it is. Our ancestors all trace back to Indigenous cultures if we go back far enough. Our composition is not up for debate, it is our DNA:

~\*~ **we ARE nature** ~\*~

The universal classification can be communicated graphically in a myriad of ways to communicate focus, status, progress, opportunity and more using the shapes with color and emphasis or fading to denote status, focus, etc.



**Figure 4:** The Universal classification system displayed graphically.

The power of the classification platform will be vast to enable transformation to a planet positive human economy. This powerful “tool” is:

- Owned by no-one & protected by The Commons Alliance of Nature
- Decentralized and open sourced minded, with rules around access to the sacred core data to ensure it is protected and *not* available to all
- Universal access is available for data synthesization output, which is shared with all Alliance “citizens.”

<sup>9</sup> Adapted from Schmachtenberger, Daniel, Interview [Before Skool Podcast](#), Game Theory, False Narratives, Survival, Life Advice | BSP# 20

### 3. Place Based Edible Front Yard Garden Programs

- a. Richmond Rising already has several programs aimed at local residents becoming more resilient in their homes:
  - i. Electrification of homes via the U.S Department of Energy [LEAP Pilot Community Program](#) where Richmond is among the 24 pilot communities focused on clean energy and energy efficiency which means residents in the Iron Triangle, Santa Fe and Coronado neighborhoods could qualify for:
    - 1. Insulation
    - 2. Duct Seal
    - 3. Energy Upgrade-Related Home Repairs
    - 4. Heat Pump HVAC
    - 5. Heat Pump Water heater
    - 6. Solar Panels
    - 7. Minor Roof repairs for Solar
- b. A [Laundry to Landscape](#) Greywater Project from Richmond Rising & Urban Tilth
- c. A place based edible front yard garden program would leverage public space in front of residents homes, between curb and sidewalk, to pilot a free service where residents can optionally learn, practice or manage the edible garden in front of their home, but there is community based co-creation for the planning process including locations, crops, plans for sharing the harvested food, and longer term plans for creating more community spaces as property is transferred to the Community Land Trust. I imagine community spaces with solar ovens adjacent to the farm, near the barn and where gatherings happen every day, just like going to a family camp!
- d. This program is an abundance creator by offering residents an opportunity to grow food, and with it grow the wisdom and compassion needed to support efforts aimed at regenerating topsoil. Regenerative Organic Farming could become far more popular if humans learn by doing, as to why glyphosate and other chemicals make no sense in our food supply. Resulting actions of voting, purchasing, land use and more could change if more humans obtained the



wisdom to understand the **immense value of regenerative farming for a safe food supply AND an ecological solution for carbon capture.**

- e. To plan for the edible garden pilot, data is needed to analyze West Contra Costa County property ownership and use, which provides a “trojan horse” for obtaining valuable real estate data that includes ownership & land use data needed to ultimately reach the RichmondLAND Community Land Trust vision:
  - i. *To build grassroots power for community-controlled land through community organizing, land acquisition, development, and stewardship of land and affordable housing for lasting community benefit.*
- f. To plan for the edible garden pilot requires place-based organizing of human communities or neighborhoods, which can make plans for emergency preparedness, in addition to planning for crops and garden locations.

Cascading benefits include:

- i. Increasing bioregional circularity for as many community resources as possible
- ii. Organizing bioregional communities to prepare for natural disasters and civil unrest that could generate loss of electricity, gas, water, sewage, internet connectivity and more.
- iii. Planning for a more resilient Richmond future community, that could include making transformation plans for neighborhood farms, pastures, barns, gathering spaces for cooking, communing, entertainment, arts, crafts, childcare and more, as property is reclaimed from Chevron and other extractive, destabilizing industry.
- iv. Creating frameworks for how to approach urban transformations based on criteria established from learning during the Richmond Pilot.
- v. The acts of planning and organizing in neighborhoods has the potential for unimaginable beneficial outcomes once humans commune and remember our biology after growing and sharing food together!

#### **4. Ecological Communications Campaigns**

- a. Communications that foster learning, new relationships and ultimately guide humans to find their intersection of **purpose-passion-service-consciousness**

for changing the modern dream, and once found, enable them to become stewards to lead others in their community to find their intersection point.

- b. Ecological campaigns can translate the universal classification system in ways we can't yet fathom. The only restriction is the imaginations of the humans who find their passion and purpose around illustrating and illuminating the potential of a planet positive human economy. For example, the classification system can be leveraged to compare capitalism and monetizing Maslow's hierarchy of needs with the ways of the [Blackfoot Tribe](#), who Maslow studied and felt were far happier and more actualized than the colonizing settlers trying to dominate and “other” the Blackfoot<sup>10</sup>. The ways of the Blackfoot Tribe and Maslow's Hierarchy can then be mapped to a Planet Positive Human Economy to provide deep insight and learning.

## 5. Offers & Needs Markets

Another powerful tool the platform could offer is bioregional based Offers & Needs markets, built upon the foundation of the Universal Classification System, where each citizen of CAN has a profile that indicates for each of the 20 areas, whether they are any of these for each of the twenty which equates to their “Offers”:

- Interested in learning more
- Experience with
- Verified experienced

Now imagine if the platform can provide, based on user input, needs from organizations and other humans, matching the offers, based on selected criteria (bioregion based, hybrid, remote, other specified location based). This vision is first targeted to support the billions of humans struggling and failing to thrive now. The billions who will face more challenges in the near future as industries shift and collapse from AI, climate change and civil unrest.

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<sup>10</sup> Ravilochan, Teju, [Could the Blackfoot Wisdom that Inspired Maslow Guide Us Now?](#)

The destruction to the hospitality/restaurant industry workforce since the pandemic and the slower destruction of the retail workforce over decades, as Amazon destroys Main Street, has disproportionately affected lower income earners who previously could rely on hospitality and retail jobs for upward mobility pathways, income sources during life transitions, and extra income during hard times. The hospitality industry in particular, closed the grand canyon size gap in employment options for millions of working class humans for decades and the industry, which was far from healthy prior, has hemorrhaged jobs since the pandemic and is [now in crisis](#).

We need only examine the essential workers who were not able to protect themselves from a novel coronavirus and also provide for their families during a global pandemic, to appreciate the gross inequity in workforce impacts likely to repeat in the near future, if the human economy is not subject to a paradigm shifting intervention. The new platform can provide these workers a bridge to the future where they can learn and acquire new skills, to support their journey to a new way of being, where they can have a meaningful life at the intersection of their passion-purpose-service-consciousness!

## **6. Regenerative Marketing**

- a. The universal classification system enables a new paradigm, where we can promote built “things” created by humans with valuation models for the impact of creation and impact of the life cycle.
  - i. Creation or the manufacturing process impact prior to being available or creating the SKU
  - ii. Lifecycle impact throughout the value chain from SKU of the “thing” to the end of the “thing”
- b. Marketing builds around the core values to promote how aligned the product or service being offered is with core values of our civilization.
  - i. Creation impact would be measured against the 20 areas for impact
    1. Positive
    2. Neutral
    3. Negative
  - ii. Life Cycle demands exploration. Initial ideas include the most valuable being what is 100% compostable, which could or could not include

consumption first. From there it becomes a hierarchical value model with scoring for attributes like:

1. Longevity of circularity
2. Up-cycle abilities which intersects the first item but could also pick up value for making other built creations more regenerative by having raw materials from an up-cycle channel
3. Score based on ratio at its death for being
  - a. Composted
  - b. Upcycled
  - c. Landfill (scoring based on longevity to biodegrade)

## **7. Bioregional Financing Facilities**

- a. A new BioFi Project launching with the publishing of a new body of work around Bioregional Financing Facilities (BFF) from Samantha Power, Dark Matter Labs, Dr. Stuart Cowan and Buckminster Fuller Institute is an example of a project I discovered that could become a participant in the Regenerators' Place-Based-Pilot Lollapalooza in Richmond.

## **8. Asset & Action based features of the new digital platform built upon the universal classification system**

- a. Track impact from action and hold value accumulation (perhaps via BFF's) to transition to a modern dream where wealth is measured in generosity.
- b. CAN Citizenship Accounts (aka Bioregional Land Trust Accounts)
- c. Social media-like communications for CAN citizens
- d. Mycelial network connectivity based on CAN's universal classification system and bioregional identifications
- e. Crypto/Blockchain "currency" or "credits" linked to actions
- f. [Hylo](#) & [Terran](#) may be working on all of the above and could join the Alliance and Lollapalooza in Richmond?!

# RICHMOND PILOT IMPACTS & RELATIONSHIPS

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This section is largely unwritten and awaiting co-creators like you! However in case my vision remains fuzzy, here is an initial list of questionable to bad acting industries' that should plan for their obsolescence, once the universal classification system is operable:

**Consulting Firms** around anything that AI & LM can do more effectively and while being planet positive and life affirming, once the Universal Classification System is operational, such as:

- The Big Four Accounting Firms who offer ~~audit~~, ~~assurance~~, ~~taxation~~, management consulting, ~~valuation~~, market research, ~~actuarial~~, corporate finance, and legal services to their clients.
- ESG Industry of consultants and markets
  - Cap & Trade
  - All offsets and credits currently in existence
- Tax & Accounting Industries
- Compliance Industries that police and often abuse regulations across a myriad of industries of regulated products and services (alcohol, tobacco, cannabis, pharmaceuticals, fire arms, gambling, etc.)

**Political Action Committees (PACS)** that advocate and purchase favorable regulations and legislation

- Governance shift to neutralize impact from Citizens United once elected officials public status is readily available to all citizens illustrating their actions and lack of actions as it relates to the 20 and the resulting impacts.

We can co-create a new platform, built upon a universal classification system that provides a novel tool to reconnect humanity to the practices of our ancestors, who were stewards for all life on and planet, including, but not limited to human communities, and shared their compassion and wisdom through the generations by sharing their narrated experiences when storytelling. With a planet positive life affirming platform we can:

- Rise above the political chaos, religious and ideological fissures
- Illuminate Natural World wonders (as opposed to Built World Destruction)
- Meet (not match) to engage millions around the globe
- Grow visibility of the natural world supportive community
- Say what we have not said before and empower more voices to speak
- Facilitate new relationships and transcontextual mutual learning
- Launch novel co-creations, learning how to learn, learning by doing
- Commune with all life, deconstructing isolating barriers that divide us
- Build new relationships for mutual aid and support during the difficult days ahead

Ultimately the impact is unimaginably abundant once we unify around our common passion, purpose, service and consciousness for living a meaningful life, realizing our species' full potential and returning to our ancestral and most sacred truth, that we ARE nature!

# RICHMOND PILOT CO-CREATORS

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Join us to co-create a vision to pull humanity towards a new modern dream and into the Regenerative Era! Reach out to Tracey Rogers Brandt who is open to work, ready to be hired, in need of income and can be reached at [tracey@circularpatterns.com](mailto:tracey@circularpatterns.com) or 415-298-8816.

- [Tracey Rogers Brandt](#) with [Circular Patterns](#)
- [Kathryn Langstaff](#) with [Autopoiesis](#)
- [Jessica Groopman](#) with [Intentional Futures](#)

# RICHMOND PILOT FUNDING POSSIBILITIES

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The EPA's GGRA \$20 billion has made eight selections to disburse funds and in all cases aims to see the public funds provide a catalyst for exponential private sector funding. There are three selections under the \$14 billion National Clean Investment Fund and five selections under the \$6 billion Clean Communities Investment Accelerator. These selected applicants will create a national clean financing network for clean energy and climate solutions across sectors, ensuring ***communities have access to the capital they need to participate in and benefit from a cleaner, more sustainable economy.***

- EPA's new Environmental and Climate Justice Community Change Grants - **PORTAL OPEN!**
- Clean Communities Investment Accelerator: \$6 billion to the five selected applicants will establish hubs that provide funding and technical assistance to community lenders working in low-income and disadvantaged communities, providing an immediate pathway to deploy projects in those communities while also building capacity of hundreds of community lenders to finance projects for years.
- National Clean Investment Fund:
- Climate United, Calvert was awarded \$7 billion of the \$14 billion in the National Clean Investment Fund
- Mission Driven Fund
- Coalition for Green Capital (\$5 billion award)
- Power Forward Communities, Inc. (\$2 billion)

Additionally, California Urban and Community Forestry Inflation Reduction Act, appears promising and is funded from the \$30 million IRA grant. Projects must directly serve priority populations within one or more defined disadvantaged and/or low-income community in an urban area. In California, CAL FIRE's Urban and Community Forestry Program is administering this federal grant funding urban and community forestry investments that foster:



1. Increased and equitable access to urban tree canopy and associated human health, environmental, and economic benefits in disadvantaged communities.
2. Broadened community engagement in local urban forest planning, tree planting, and management activities.
3. Improved community and urban forest resilience to climate change, extreme heat, forest pests and diseases, and storm events through best management and maintenance practices.

Following is a broad list created over the journey of bringing this vision to life.

- Solano County Health Soils Program, \$100k Grants, Contra Costa contact Contra Costa Resource Conservation District contact, Ben Wise bweise@ccrcd.org
- Coastal Conservancy Grants
- Climateworks Foundation
  - Climate and Land Use Alliance
  - Clean Cooling Initiative
  - Food & Agriculture Program
- Neighborhood Funders Group
- Full Spectrum Partners & Full Spectrum Labs (incubator-accelerator)
- Decolonizing Wealth Project
- Movement Strategy Center
- Blueprint Collaborative
- Candid
- Tides
- Urban Habitat
- Edge Funders Alliance
- Volgenau Foundation & Volgenau Climate
- Stanford's new Sustainable Societies Institute
- Stanford's The Natural Capital Project
- National Committee for Responsive Philanthropy (NCRP)
- The Horizon Project & The Horizons Braintrust
- The Commons Social Change Library
- The Right To City

- [Center for Story Based Strategy](#)
- [The Howell Conservation Fund](#)
- [The Climate Center, Santa Rosa](#)
- [Civil Eats](#) - For connections, publicity and more
- [Kitchen Table Advisors](#) - For connections, collabs, support and more
- [Rising Sun](#) - Collaborator potential provides workforce development programs specialize in preparing youth, women, and individuals in reentry for high-road careers and green pathways that offer family-sustaining wages.
- [Stanford Natural Capital Project](#)
- [The Environmental Defense Fund](#)
- [National Sustainable Agriculture Coalition](#)
- [Global Alliance for the Future of Food](#)
- [Root Solutions](#)
- [Mighty Arrow Family Foundation](#)
- [Acres of Ancestry](#)
- [Ecdysis Foundation](#)
- [Funders for Regenerative Agriculture](#)
- [National Sustainable Agriculture Coalition](#)
- [Transformational Investing in Food Systems](#)
- [White Buffalo Land Trust](#)
- [Open Environmental Data Project](#)