AFFORDABILITY
Affordability is highly contextual. The common understanding of housing affordability is when monthly payments constitute no more than 30% of household income. Experiences of affordability, however, are shaped by both personal histories and systemic social structures. These factors include financial security and familial support systems, along with legacies of economic exploitation through generations of Indigenous land theft, Black enslavement and institutional anti-Black racism.

GREEN GENTRIFICATION
Green gentrification is the process by which environmental investments, sustainability programs, and green rhetoric contribute to growth in property values, higher rents, and other financial pressures. What results can be a mix of new wealthier residents and businesses that cater to their tastes, while lower-income, longer-term residents face rising costs of living, vanishing community institutions, and physical displacement. Often green gentrification is masked by language that paints green investments as apolitical, neutral, and/or universally good.

ENVIRONMENTAL JUSTICE
Environmental justice is both a concept and a political movement. As a concept, environmental justice identifies the way that racism, classism, and other systems of oppression unjustly shape the distribution of environmental amenities and burdens. Environmental justice works to redistribute power over ownership and decision-making processes. The contemporary environmental justice movement in the United States grew out of Black leadership, originating among communities who were organizing against disproportionate exposure to pollution.

REAL ESTATE
Real estate is the economic sector that deals in the buying and selling of property. This market involves not only real estate agents and individual homeowners, but also the banks that finance loans and mortgages, the entities that use property as a place to store wealth, and the hedge funds that leverage property as investments.

URBAN PLANNING
Urban planning refers to the practice of designing how people move through and use urban space. Focused on more than just the physical layout of cities, planning entails broad visioning of what a space can be with several - and often conflicting - political and social goals in mind. The outcomes of this planning process get condensed and synthesized into planning documents that suggest guidelines and best practices. Urban planning holds power to open access to some while foreclosing access for others.
BUILDING SHARED LANGUAGE

Often the language used to talk about gentrification and development is itself a barrier for building effective collaboration for environmental justice. For some, this language evokes emotional reactions rooted in personal experience or collective trauma. For others, it can evoke shame and fear of being wrong or of messing up. Even when people are comfortable using the language of gentrification, definitions and communication styles vary and make it difficult for people to understand one another. When these translation issues occur, it is often tied up in structural dynamics that privilege the definitions and communication styles of those in power while dismissing those of marginalized communities who are often closer to the actual experiences that gentrification speaks to.

The goal of this section is to build a shared understanding of how to talk about green gentrification within and across institutions. It is at once an educational primer and a communication tool. Depending on where you and your organization are at, this section addresses three primary goals:

1. Introduce essential concepts that will help break down the complexities of green gentrification while opening space for deeper learning and questioning.
2. Present green gentrification concepts in conversation with ongoing movement and policy work.
3. Validate the wisdom and ideas that have been long-expressed in marginalized and exploited communities.

There is no doubt that the concepts covered in this section are contested. Definitions and descriptions found here come from a compilation of academic research and social justice literature, all with the intention of asking:

1. What concepts are used to justify business-as-usual?
2. What language helps disrupt the comfortability of the status quo?