



reRoot

<https://www.reroot.me/>

Assisting Migration with U.S. Census

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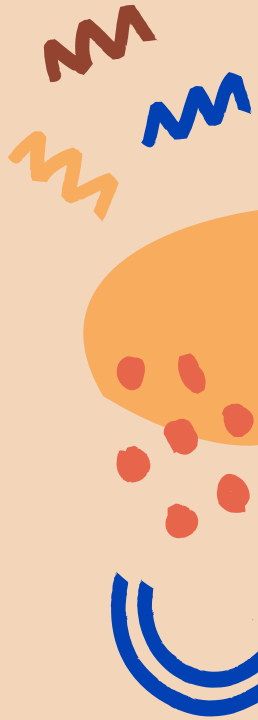
Walkthrough of product

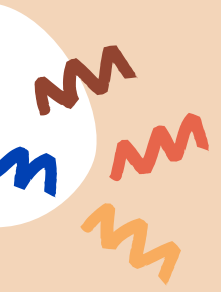
03

Next steps

Long-term goals and vision

04





9-10%

of Americans move annually



As **social, economic, and climate landscapes** change, individuals and families might want to move to where they can find a community they know will be safe, welcoming, and prosperous.

Yet, moving is a huge risk that not many can afford to take, and not everyone is aware of **what opportunities may even exist.**

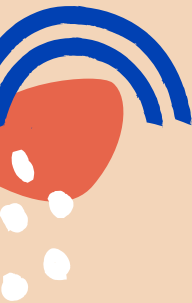




Where reRoot comes in

We help people make more informed decisions on **where is the best place to go**, outside of existing networks and word-of-mouth.





Individual

Improve quality of life for current and future generations



Better living conditions



Social and economic mobility



Connected, healthy community

Society

Ensure communities are serving the people inside them



Counteract redlining



Fight voter suppression



Group solidarity

Out of poverty and into power



Target Demographics

Distressed communities

1. Small towns with drying jobs and economic opportunity
2. Locations at forefront of climate crisis
3. Locations suffering from poor policy, ie. education, policing, healthcare

Isolated communities

1. First and second immigrant families without social service
2. Minority groups missing support network and representation
3. Activist groups who need to rally

New generations

1. Recent graduates + H1B entering workforce
2. Millennials and generation Z expanding footprint outside urban centers



Iterated on Feedback



- **Dr. Martha Lagace, African Communities Together**
National organization that connects African immigrants to services, develops our members as grassroots leaders, and takes action to make social change.



- **Nikolai Elneser Montiel, Neighborhood Nexus**
Service to support regional and local development efforts.



- **Maria Sotnikova, Atlanta Regional Commission**
Atlanta Regional Commission (ARC) works to improve the quality of life for metro Atlanta residents of all ages and abilities.



- **Tracee Walker, Phi Theta Kappa Honor Society**
Works with top community college students, researching student outcomes of community college students and the issues many community college students face in school and workforce.



Most important features

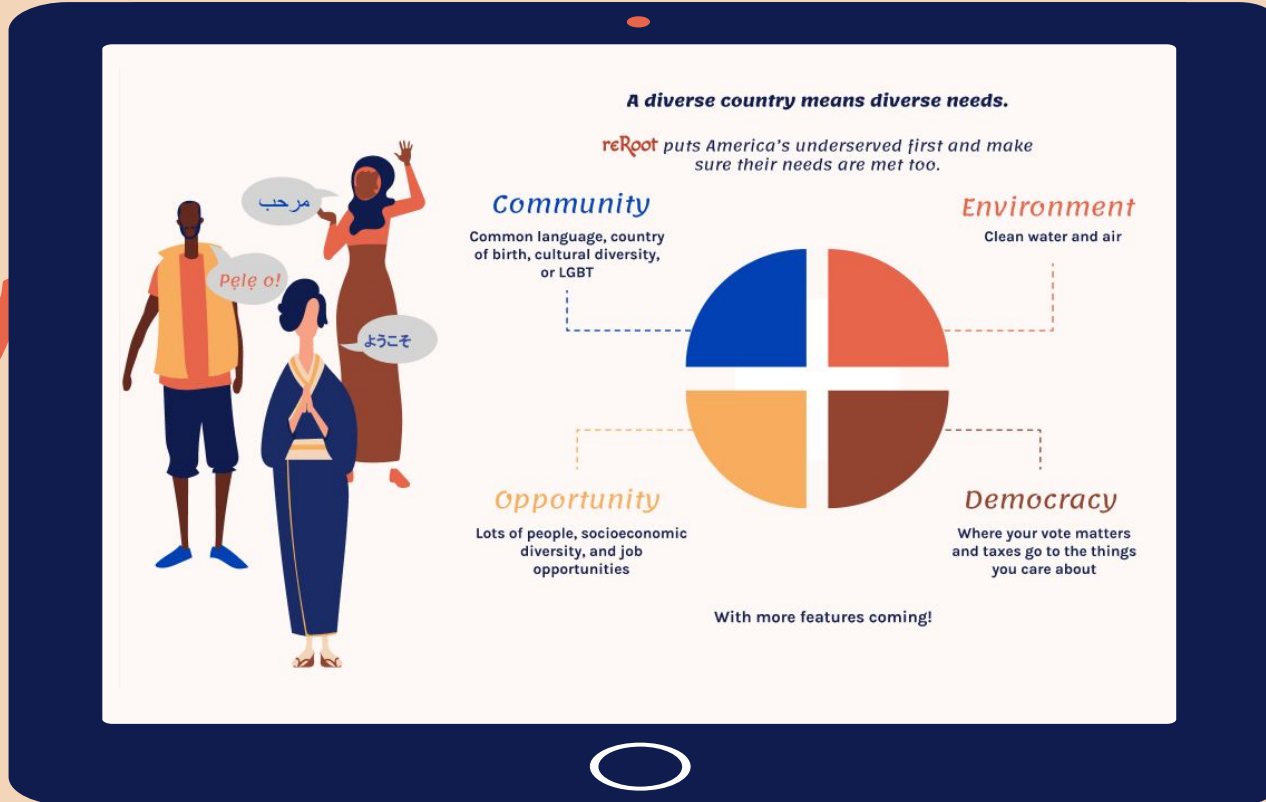
- Language and origin
- Housing
- Job opportunities



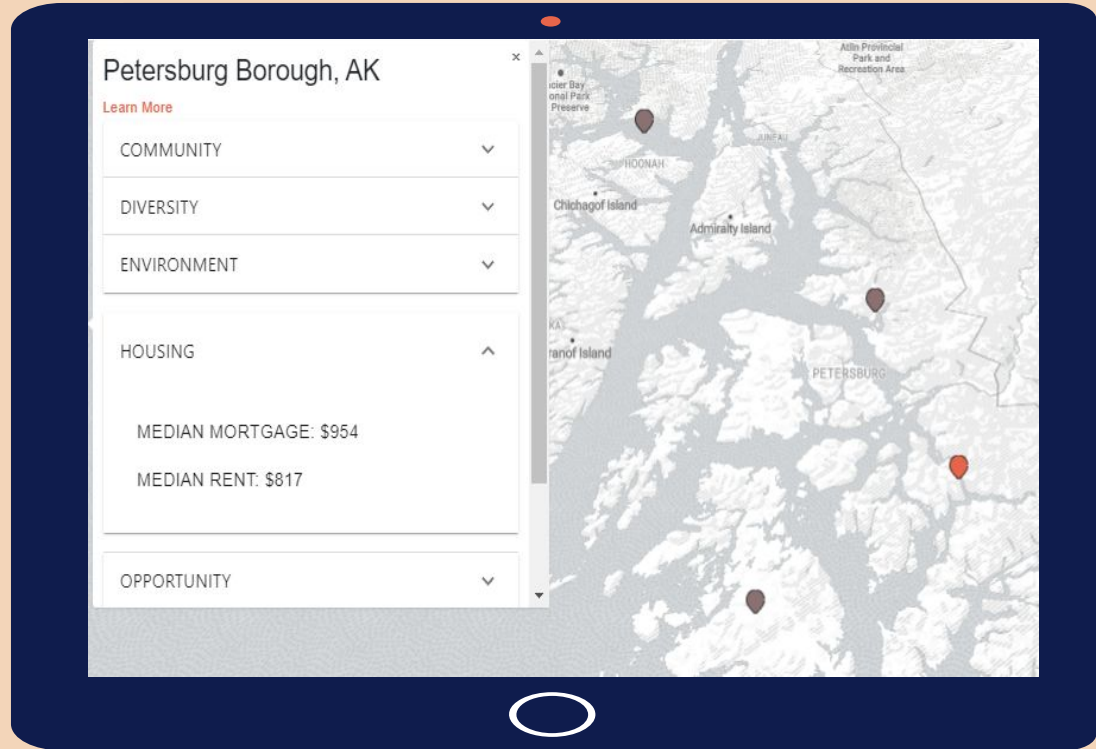
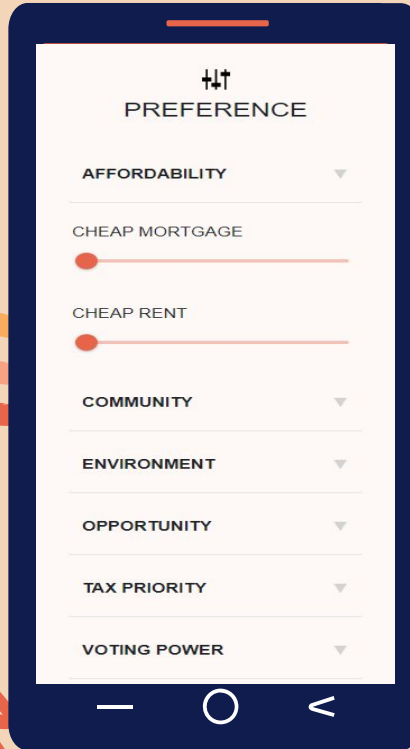
Additional specific needs

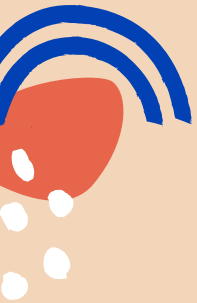
- Ethnic grocery stores
- Services for elderly and people with disabilities
- Services for immigrants: legal, language school
- Path to naturalization
- Transportation and commute times

reRoot MVP



MVP





Data Sources

<https://github.com/karmatarap/top>

Census

American Community Survey

American Housing Survey

Decennial 2020

Census of governments

Other sources

BLS

BTS

USDA



reRoot Long-term Roadmap

Operational

Smoothly working for
next 5+ years



Active ownership

Side-project (of branch or affiliate) of
credible organization with staffing

One RA's part-time responsibility

- Handle inquiries
- Fix bugs
- Refresh data (1- and 5-year cycles)

Funding / grants to give to organization for
cost of labor, servers, etc

Exposure

Anyone who needs it can
see it



Boost in Google search algorithm

- Links from articles (ie. Medium)
- News and social media outreach

Links to and from projects with tangent goals

- Data science
- Immigration
- Socioeconomic equality

Promotion from government, non-profit,
education sectors who can refer users

Scale

Better product for more
people



Hack teams

- Push product to V2 and V3
 - Advanced features
 - Performance and UX
 - Better ranking algorithm
 - Data collection
- Alter based on feedback
- Robust code

Analytics team

- Collect insights from product: is this helping? What to do to make it better?



Thank you!

The illustration features four stylized human figures of diverse backgrounds and ages standing behind a large white rectangular sign. From left to right: a man with a beard in a dark blue shirt, a woman in a yellow shirt, a man in a blue shirt, and a woman in a red shirt. They are holding the sign with their hands. The background is a solid light orange color. Decorative elements include a blue circle with orange wavy lines in the top left, a rainbow and a yellow circle in the top right, and a white circle with blue and orange wavy lines in the bottom left. There are also some brown circular shapes in the bottom right corner.

<https://www.reroot.me/>

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