

## Fostering Citizen Greening

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### Ecological Landscaping Conference

February 25, 2010

## Groundwork USA

The Groundwork USA Network 26 communities across the United States and growing



- **Established**
- GW Bridgeport (CT)
- GW Concord (NH)
- GW Dallas (TX)
- GW Denver (CO)
- GW Dona Ana (NM)
- GW Elizabeth (NJ)
- GW Gary (IN)
- GW Lawrence (MA)

- GW Milwaukee (WI)
- GW Minneapolis (MN)
- GW New Orleans (LA)
- GW Portland (OR)
- GW Providence (RI)
- GW San Diego (CA)
- GW Somerville (MA)
- GW Hudson Valley (NY)

- **Under Development**
- Anacostia DC
- Buffalo NY
- Richmond CA
- Springfield MA
- Wyoming County WV



- **Interested Communities**
- Charleston WV
- East Cleveland OH
- Easton PA
- Kansas City, KS/MO
- Oklahoma City OK

## What Groundwork Does

- **For people** - creating opportunities for people to learn new skills and take local action
- **For places** - creating better, safer and healthier neighborhoods
- **For prosperity** • helping business and individuals fulfill their potential



## Groundwork USA

 <b>GroundworkUSA®</b> <i>Changing places. Changing lives</i>			
<b>Groundwork USA Network Accomplishments In 2008</b> <small>(preliminary results: 14 of 10 GW Truents reporting)</small>			
<b>Project Mix:</b>			
Total number of projects worked on	224	<b>Community Involvement and Education:</b>	
planning and design	88	Number of youth (<18 yrs) engaged in volunteer activities	6,385
construction and implementation	83	Number of adults (>18 yrs) engaged in volunteer activities	2,887
natural resource conservation	83	Number of seniors (>50 yrs) engaged in volunteer activities	471
community planning initiatives	54	Total volunteer hours	26,940
Total number of projects completed	142	Number of schools involved	90
Total number of programs delivered (e.g. youth, climate change, food and nutrition, community parks, civic engagement, stewardship, storm water reduction)	77	Weeks of environmental education	1,860.75
		(1 student for 40 hrs = 1 week, 3 students for 20 hours each = 1.5 weeks)	
		Number of community events	145
		Number of people engaged at events	10,376
		New partnerships established	182
		Partners engaged in projects and programs	362
<b>Physical Improvements: (total number)</b>			
Trees planted	862	<b>Leveraging Resources:</b>	
Shrubs planted	2,217	Public sector funding (federal, state, local)	\$1,629,793
Bulbs, perennials, flats of flowers & vegetables planted	10,805	Private sector funding (business, foundations, civic, private)	\$1,895,375
Large amenities installed (e.g. benches, playgrounds, raised beds, rain gardens)	88	Value of donated goods/services (not volunteer time)	\$ 306,811
Small amenities installed (e.g. flower boxes, signs, trash cans, recycling bins)	92	<b>Groundwork Network Highlighted Achievements</b>	
Acres of open space/parkland improved	67	• GW Denver established a climate change program that engages volunteers to help their neighbors reduce energy consumption reducing \$ and CO2.	
Miles of sidewalk, paths, trails built or improved	77.8	• GW Elizabeth completed a 4 + year effort to convert a small site brownfield into a pocket park.	
Sites cleaned up (one time)	133	• GW Hudson Valley took ownership of 'the Science Barge', a floating environmental classroom that will serve 3000 students annually.	
Sites maintained (recurring)	212	• GW Milwaukee built two rain gardens that provided job training for young adults and reduced storm water overflows in their neighborhood.	
Tons of trash/debris cleaned up	1,328.25	• GW Somerville engaged 1500 youth in environmental education, stewardship and improvements in their communities.	
Feet of riparian habitat cleaned up, conserved or restored	114,329	• GW Lawrence and GW Somerville were named Conservationist of the Year for improving urban environments in Massachusetts.	
People benefiting from projects (live within 500 ft or pass by daily)	365,987	• GW Dallas partnered with Eagle Scouts to build trail signage and benches.	
<b>Integrating the Economy and the Environment:</b>			
Total number of businesses involved	406	• GW Lawrence distributed 7000 lbs. of locally grown produce to Lawrence food pantries increasing access to fresh produce for low income families.	
Number of jobs created (full, part time, interns, summer)	150		
Weeks of environmental and green job training	472.25		
(1 student for 40 hours = 1 week, 3 students for 20 hours each = 1.5 weeks)			
<b>Benefits to Climate Protection:</b>			
Tons of CO2 sequestered through projects and programs	440		
Tons of CO2 emissions reduced	251.2		

6 Wells Avenue, Yonkers, New York 10701 tel: (914) 375-2151 fax: (914) 375-2153 www.groundworkusa.net

## The Groundwork Mission

To bring about the sustained regeneration, improvement and management of the physical environment by developing community-based partnerships which empower people, businesses and organizations to promote environmental, economic and social well-being.



## Groundwork Lawrence



Dr. Nina Scarito Park – Lawrence, MA

## Our Projects & Programs are designed to:

- Increase Opportunities for Physical Activity
- Increase Access to Healthy Food
- Improve the Quality of Our Air, Water and Land
- Support Biodiversity
- Reduce Energy Consumption
- Prepare young people to be positive role models and future leaders in their community.



## Some of GWL's Accomplishments

- \$5+M of capital improvements to parks & public spaces
- \$3.2 M of projects in the pipeline
- 370+ acres of public parkland improved (75% of City's total green space)
- 4,900 youth & 4,800 adults engaged in volunteer clean-ups and stewardship
- 92 tons of trash removed from the Spicket River
- 360 trees, 492 shrubs, and 3,150 bulbs and perennials planted
- \$40,000+ fresh locally-grown produce provided to low-income families annually





Lawrence, Massachusetts: View looking east over the Great Stone Dam

## Lawrence in Context

### Demographics

- 30 miles north of Boston
- One of the poorest & most heavily Latino cities in NE
- Population approximately 70,000
- Per capita income of just \$14,753
- Over 25% of families below poverty line
- Homeownership rates 35% citywide (*1/2 state average*)
- Unemployment rate 18% (*close to twice the state avg*)
- 37% of residents hold HS degree
- Young population (~30% under age 24)
- Diet and lifestyle-related disease rates soaring
- Highest rates of foreclosure in MA

## Projects & Programs Based on Community Mandate

- Community Meetings
- Design Charrettes
- Open Space and Recreation Plan
- Neighborhood Summit
- Partnerships with other community groups



## Community Food Programs

- Lawrence Downtown Farmers Market
- Community Supported Agriculture
- Share-a-Share CSA Subsidy and Fresh Food Donations
- Community Gardens



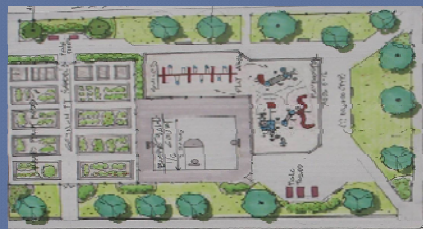
## Youth & Community Education Programs

- Green Team
- Schoolyard Gardens
- Healthy Habits and Healthy Living workshops



## Environmental & Open Space Programs

- Park development and design
- Alleyways and Urban Trails network
- Volunteer neighborhood and river cleanups
- GreenStreets tree planting initiative
- Spicket River Greenway



### Brook St. Site (before)



Dr. Nina Scarito Park – Lawrence, MA

### Scarito Park-After remediation and park construction



After construction-Late summer 2006

#### Components of Success

- Community vision and energy
- Amnesty program-back taxes paid to City
- Covenant not-to-sue through Mass AG's office-Brownfield Covenant Program
- Clean-up by property owner
- Grant funding leveraged by multiple partners





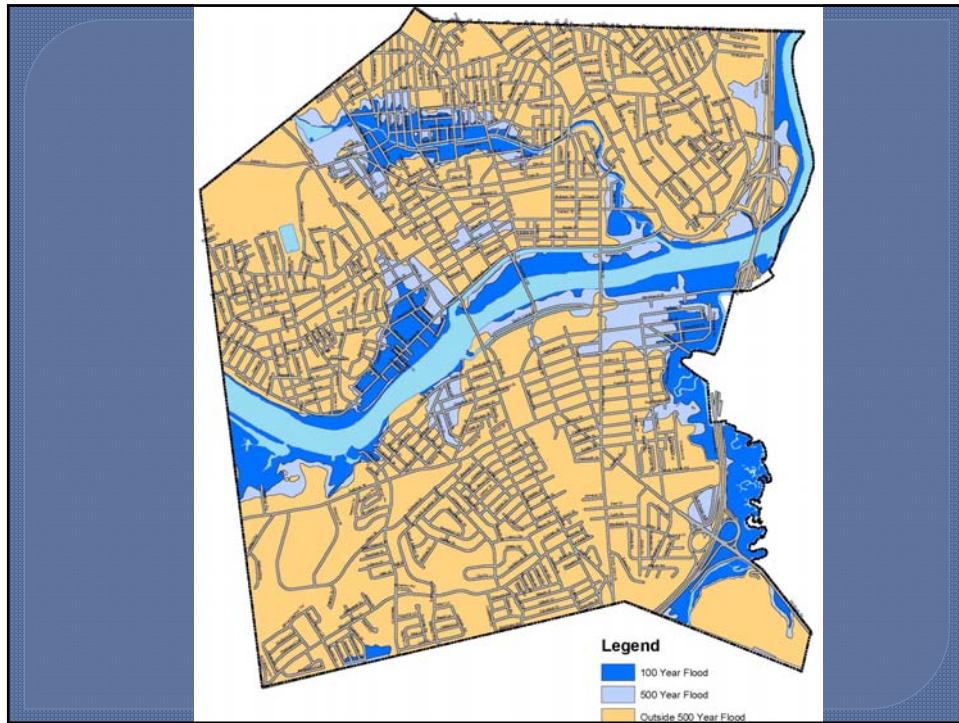
Community Gardens- Scarito Park

## Spicket River Greenway

### Creating the Spicket River Greenway

The Spicket River Greenway, envisioned by the community as the "backbone" of green space and play in the surrounding urban and suburban areas, is a project of the City of Concord, New Hampshire, in partnership with the City of Concord, New Hampshire, and the City of Concord, New Hampshire. The project is a multi-phase initiative that will create a network of green spaces, trails, and recreational facilities along the Spicket River. The project is a multi-phase initiative that will create a network of green spaces, trails, and recreational facilities along the Spicket River. The project is a multi-phase initiative that will create a network of green spaces, trails, and recreational facilities along the Spicket River.

Concord, New Hampshire, is a vibrant city with a rich history and a strong sense of community. The Spicket River Greenway project is a key component of the city's long-term vision for creating a more sustainable and livable community. The project is a multi-phase initiative that will create a network of green spaces, trails, and recreational facilities along the Spicket River. The project is a multi-phase initiative that will create a network of green spaces, trails, and recreational facilities along the Spicket River.

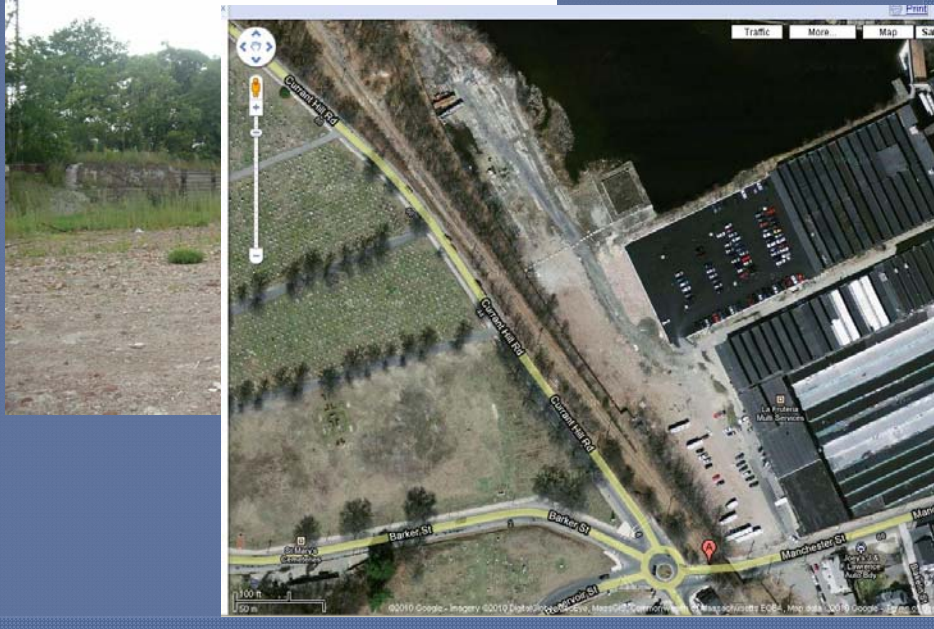


### Spicket River Greenway

- 13 city parks and a historic cemetery are located within 1/4 mile of the Spicket River (6 have river frontage)
- 12 schools are located within half a mile of the Spicket River
- Potential for 15+ acres of new riverfront parkland on already vacant land
- Greenway could encompass approximately three miles of riverfront walking/cycling trails



### The Covanta Site - Before



### Manchester Street Park



#### Project Components

- Long time activism – site of former municipal incinerator
- Massachusetts Urban River Visions – identified the site by the community for green space
- City took possession of property after negotiations with Owner



## The Covanta Site - After

Project Components-cont'd...



- MA EOEAA P.A.R.C. grant for park construction and EPA Brownfields funds for cleanup
- Multiple partners including local community, activists, City, Owner, MA EOEAA, EPA, HUD (CDBG Block Grant)

## Community Outreach

- Know your audience
- Go to them
  - Other partner opportunities
  - Neighborhood Associations
  - School groups
- Research where people learn about events in their community
  - Word of mouth?
  - News? (print, internet, tv)
  - Posters, fliers

**How do you play?**  
**¿Como usas nuestros parques?**

**How do you use our parks?**  
**¿Como juegan?**

**Community Meetings**  
**Reuniones comunitarias**

**City of Lawrence**  
**2009 Open Space Plan**  
**Plan para Espacios Abiertos**

**The City needs your input!**  
**¡La Ciudad necesita su opinión!**

Session/sesión 1	Session/sesión 2	Session/sesión 3
Oct 2, 2008 6:30 pm	Oct 9, 2008 6:30 pm	Oct 16, 2008 6:30 pm
Lawrence Public Library (north branch) 51 Lawrence St.	New Lawrence High School Cafeteria	Lawrence Heritage State Park/Third floor/center piso
1 Jackson St.		

**\*\*Children Available\*\***      **\*\*Niños disponibles\*\***

**\*\*Traducción de idioma disponible\*\***

**\*\*Español disponible\*\***

**www.govt.lawrence.ma.us**

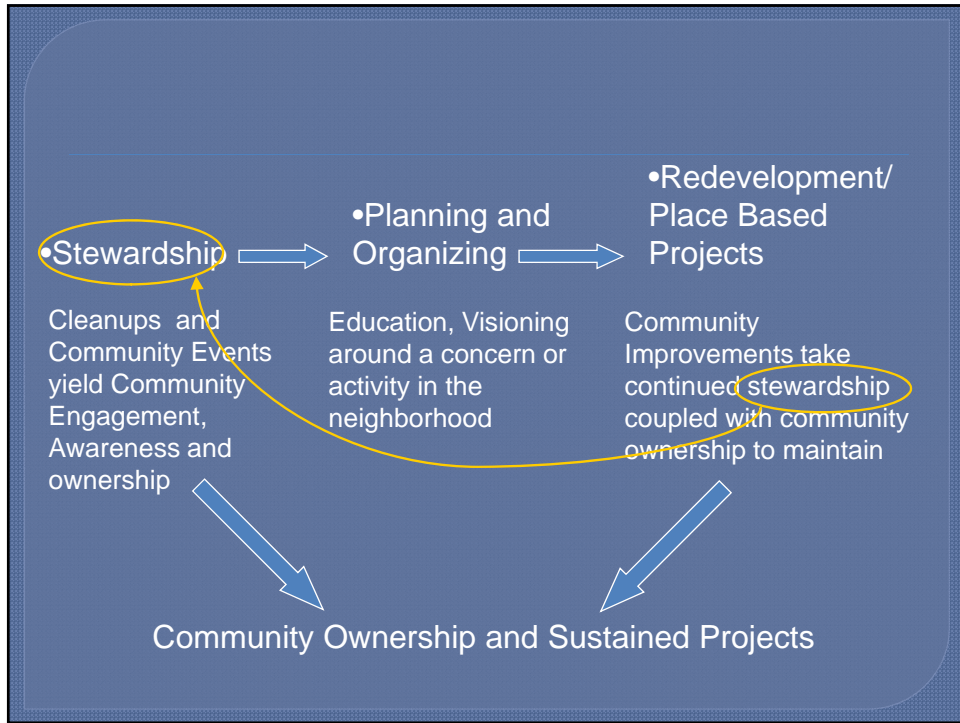
## Community Meeting

- Know your audience
  - Language
  - Age
  - Child care needed?
- Stick to schedule-provide agenda and have timekeeper
- Establish Ground rules (and stick to them)
- Give individuals roles ahead of the meeting or at the beginning of the meeting
- Record all ideas and input




## Community Meeting

- Provide visuals
  - Warm people up with ideas from your community and other communities
- Provide food
- Break people into small groups
  - Divide people up before the meeting or at the sign-in
- Provide opportunities to respond and give input *after* the meeting
- Ask pointed questions
- Create meeting minutes and share with the group
- Ask for evaluation




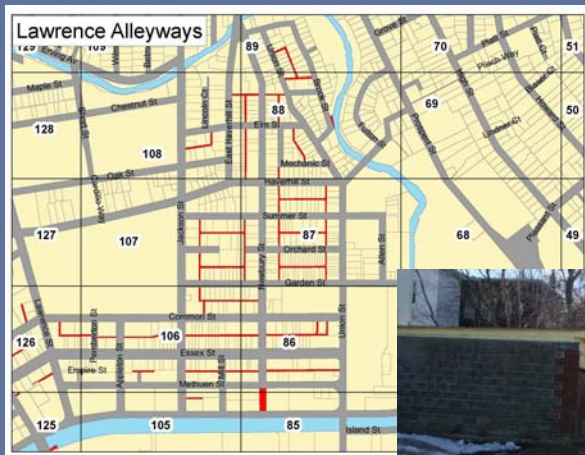
Other Community Challenges and Opportunities



Vacant Lots

- Abandoned and foreclosed property
- Illegal dumping
- Zoning and flooding challenges for redevelopment





### Alleyways

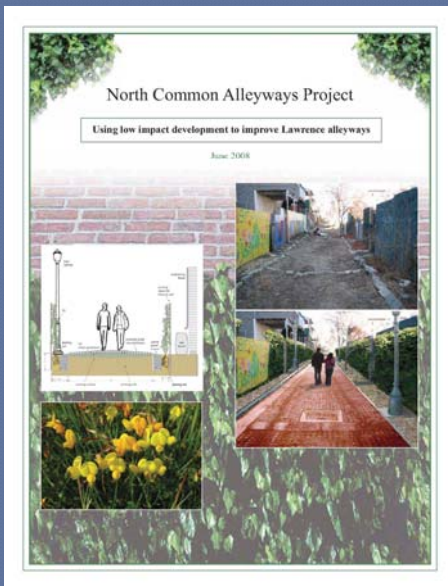
- Vestige of planned community
- No clear owner or incentive to take ownership (by City)



### Alleyway and Vacant Lot Cleanups



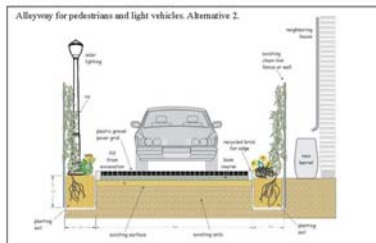
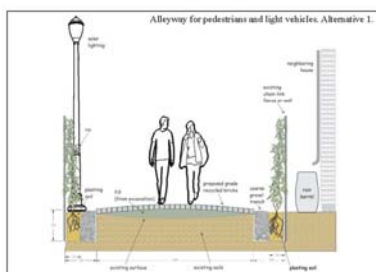
## Using LID to Improve Lawrence's Alleyways



- Planning document to showcase opportunities
- Educate public on LID techniques
- Guide advocacy for alleyway improvements (advocacy to City and to alleyway owners)
- Leverage other funding (hopefully)



Project funded by Massachusetts Environmental Trust



4.

North Common Alleyways Project

### Community Meetings

- Focused on four alleyways
- Brought meeting to neighborhood
- Discussed neighborhood concerns
- Honesty about funding available

### Community Presentation

- Invited property owners, residents, and city officials
- Presented guide to LID improvements and had open forum for discussion
- Continue to refer to guide for current vacant lot work



Project funded by Massachusetts Environmental Trust



Alleyway Reclaimed-Orchard and Garden Alleyway



Construction of Alleyway Garden-Union Mechanic Community Garden



Union Mechanic Alleyway Community Garden



Union Mechanic Alleyway Community Garden



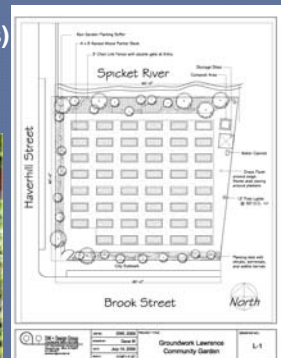
Manny and Victor-Stewards in the Garden

### Union Mechanic Alleyway Community Garden



### Neighborhood Community Garden Initiative

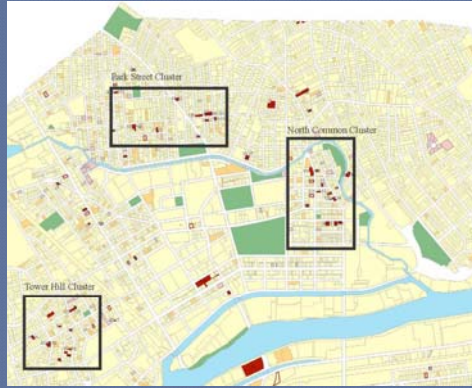
- Short Term and Long Term Goals
- Clean up* abandoned space
- Utilize* abandoned space
- Provide space for growing own *food*
- Provide opportunity for *microenterprise* (farm stands)
- Improve *stormwater* event response
- Improve *neighborhoods*



### Neighborhood Community Garden Initiative

#### Methods

- Identify city-owned vacant lots
- Prioritize based on established criteria:
  - Location/neighborhood
  - Size
  - Flood plain
- Initiate Phase I Environmental Review
- If feasible, design community garden or open space



Map created by MIT Lawrence Practicum, 2006; Data compiled from MIT Lawrence Practicum, 2005 and 2006, Lawrence Assessor's Office, and Lawrencedeeds.com.

### Neighborhood Community Garden Initiative

Winter/Spring 2010

- 13 lots identified
- Phase I's to happen this spring
- Design will be based on sun availability, terrain, Phase I findings
- Timeline is to construct three this summer



Designs should include:

- Green space
- Garden space
- Potentially parking
- Safe accessibility
- Fruit trees
- LID elements



## Changing Places ~ Changing Lives

Groundwork Lawrence - [www.groundworklawrence.org](http://www.groundworklawrence.org)

Groundwork USA - [www.groundworkusa.org](http://www.groundworkusa.org)

Groundwork Somerville - [www.groundworksomerville.org](http://www.groundworksomerville.org)

Groundwork Springfield – [www.groundworkspringfield.org](http://www.groundworkspringfield.org)

