



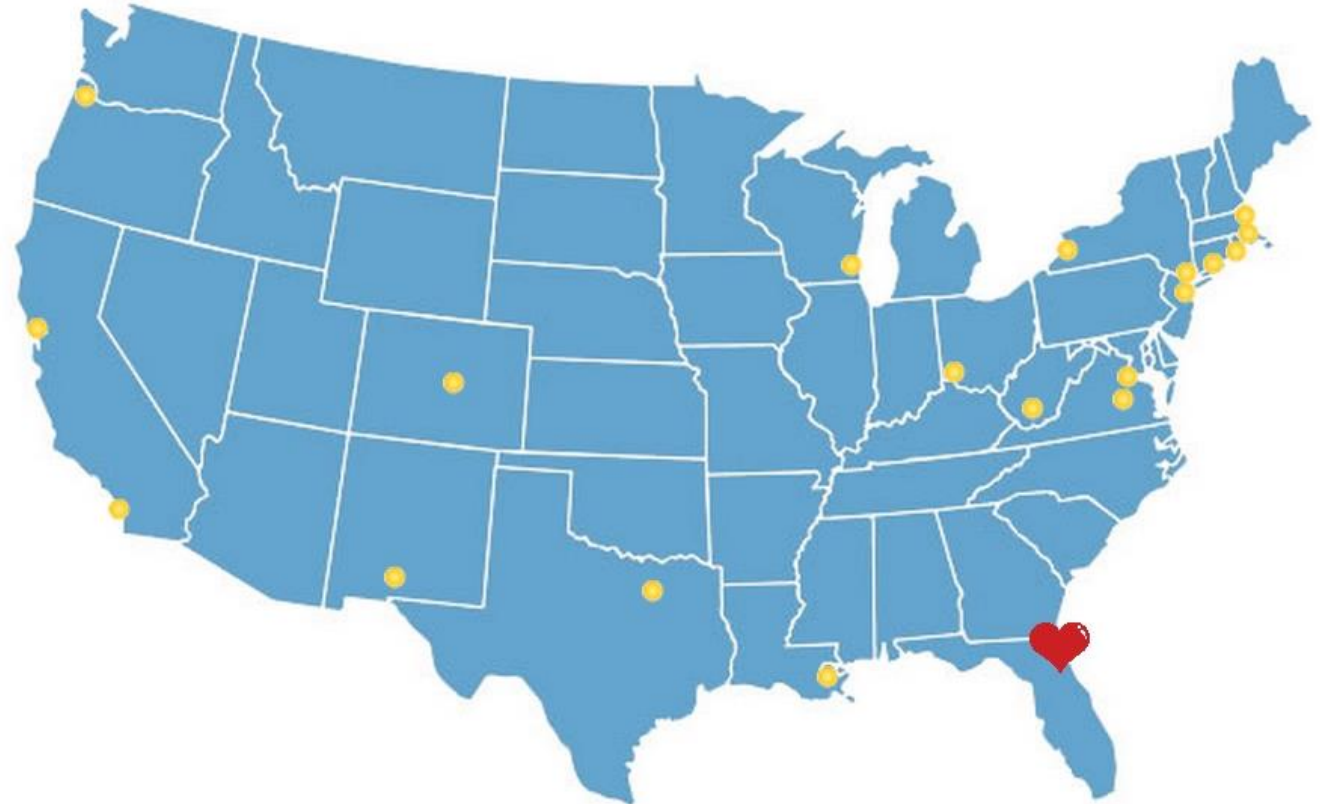
**GROUNDWORK**

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**JACKSONVILLE**

# GROUNDWORK USA

- ❑ Funded by the National Park Service (NPS) and the Environmental Protection Agency (EPA)
- ❑ A national organization with local roots, engaging local businesses, residents and government officials to revitalize neighborhoods and transform community liabilities into community assets
- ❑ Transform blighted communities for the long term, working hand-in-hand with our network of 20 local Trusts based in small “legacy” cities, in underserved neighborhoods within larger cities, and in rural communities



# WHAT IS A GROUNDWORK TRUST

- ❑ Groundwork Trusts are 501c3 nonprofit entities established by local stakeholders in communities struggling with environmental, economic and social decline.
- ❑ The term “Trust” as used in reference to a Groundwork entity originated in the United Kingdom; in British common law, a not-for-profit charity is referred to as a “Trust”.
- ❑ Groundwork Trusts in the US act as trusted intermediaries between local government and neighborhood resident
- ❑ **The word “trust”: the trait of believing in the reliability and honesty of others.**

# GROUNDWORK JACKSONVILLE MISSION

Groundwork Jacksonville envisions a future for Historic Springfield and Eastside that includes healthy neighborhoods free of brownfields and other toxic sites, clean waters for our children to play and fish, well-maintained scenic parks for all of the city to enjoy and the development of a community stewardship ethic that ensures these positive community changes are guaranteed for the future.

Eliminate Neighborhood Apathy

Create a Culture of Do



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**Dave Roman**  
Advocate

**JoAnn Tredennick**  
Historic Springfield Resident

**Kevin White, ASLA**  
RAM Professional Group  
Landscape Architect  
Master Gardener,  
Horticulturalist

**Wynetta Wright**  
Eastside Environmental Council  
Eastside Resident





# GROUNDWORK JACKSONVILLE



- ❑ Groundwork Jacksonville Steering Committee formed in 2013
- ❑ Groundwork Jacksonville application submitted by the City of Jacksonville in 2013
- ❑ Site visit conducted by NPS in late 2013
- ❑ Feasibility study conducted in early 2014
- ❑ Jacksonville (and Atlanta) awarded the first Trust designation in the South in late 2014
- ❑ On boarding of Board of Directors, FT Program Coordinator and CEO in February 2015

# SIX CORE DELIVERABLES

- ❑ Develop a conceptual plan for the connection of the S-Line and Hogans Creek Greenway
- ❑ Plan and organize a community planning workshop for reuse for brownfields for greenspace
- ❑ Plan and develop a Groundwork Jacksonville Tree Planting Program

# SIX CORE DELIVERABLES

- ❑ Plan & develop a bioswale project & rain garden demonstration project
- ❑ Research & initiate planning for an urban farm & community garden program (Public Market)
- ❑ Expand opportunities for the Groundwork Jacksonville Green Team to assist with environmental improvement projects



# ABOUT THE URBAN CORE

- Designated as a Brownfields Area
- Eighteen known large-scale contaminated sites and about 150 leaking underground storage tank and chlorinated solvent facilities and sites in this area
- High rates of unemployment, chronic diet related health concerns, and high crime rates
- These neighborhoods are the most environmentally challenged in Jacksonville
- Hogans Creek and Long Branch (tributaries to the St. Johns River) as unfit for bodily contact due to high levels of fecal coliform bacteria in the water

# ABOUT THE URBAN CORE

- 32206 zip code:
  - Large low-income population
  - Demographically about 80% African American and 17% White
  - Annual family incomes average \$25,000 with 17% unemployment,
  - 33% living below the poverty line,
  - 90% of residents with a high school degree or less
- Neighborhood income levels and population density do not meet the threshold for a major supermarket to enter the market
- Existing convenience stores can assist resolving the food insecurity needs

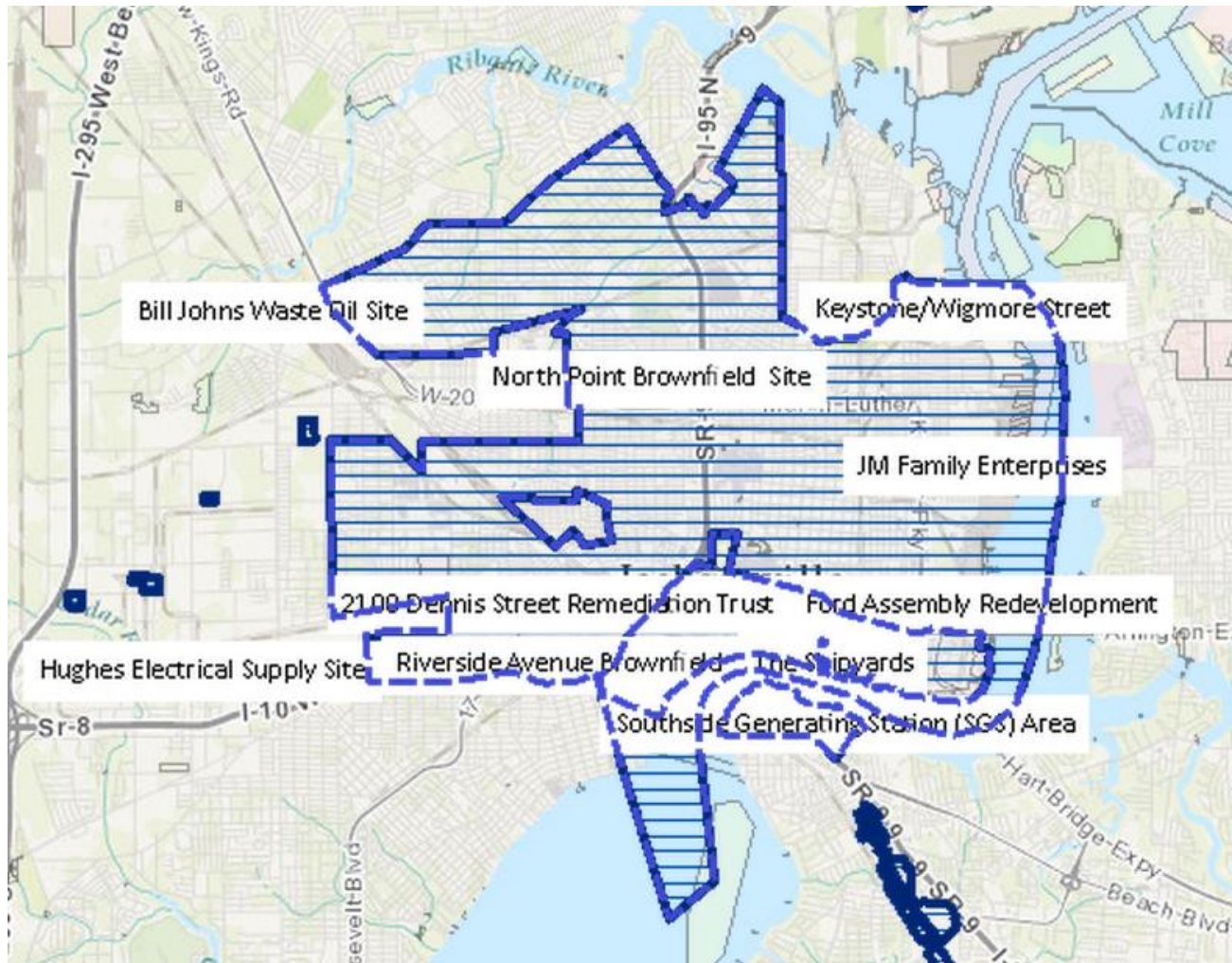
# ABOUT THE URBAN CORE

LISC selected Historic Springfield and Eastside as the target area for one of two Empowering People & Inspiring Change (EPIC) neighborhoods, and completed significant community engagement that lead to a Quality of Life Plan requiring implementation:

- Vision 1 Make it Grand Again
- Vision 2 Pride in our Neighborhood
- Vision 3 Creating Exceptional Neighborhoods together
- Vision 4 Investing for Stability
- Vision 5 A Level Playing Field



# BROWNFIELDS AND WATERWAYS







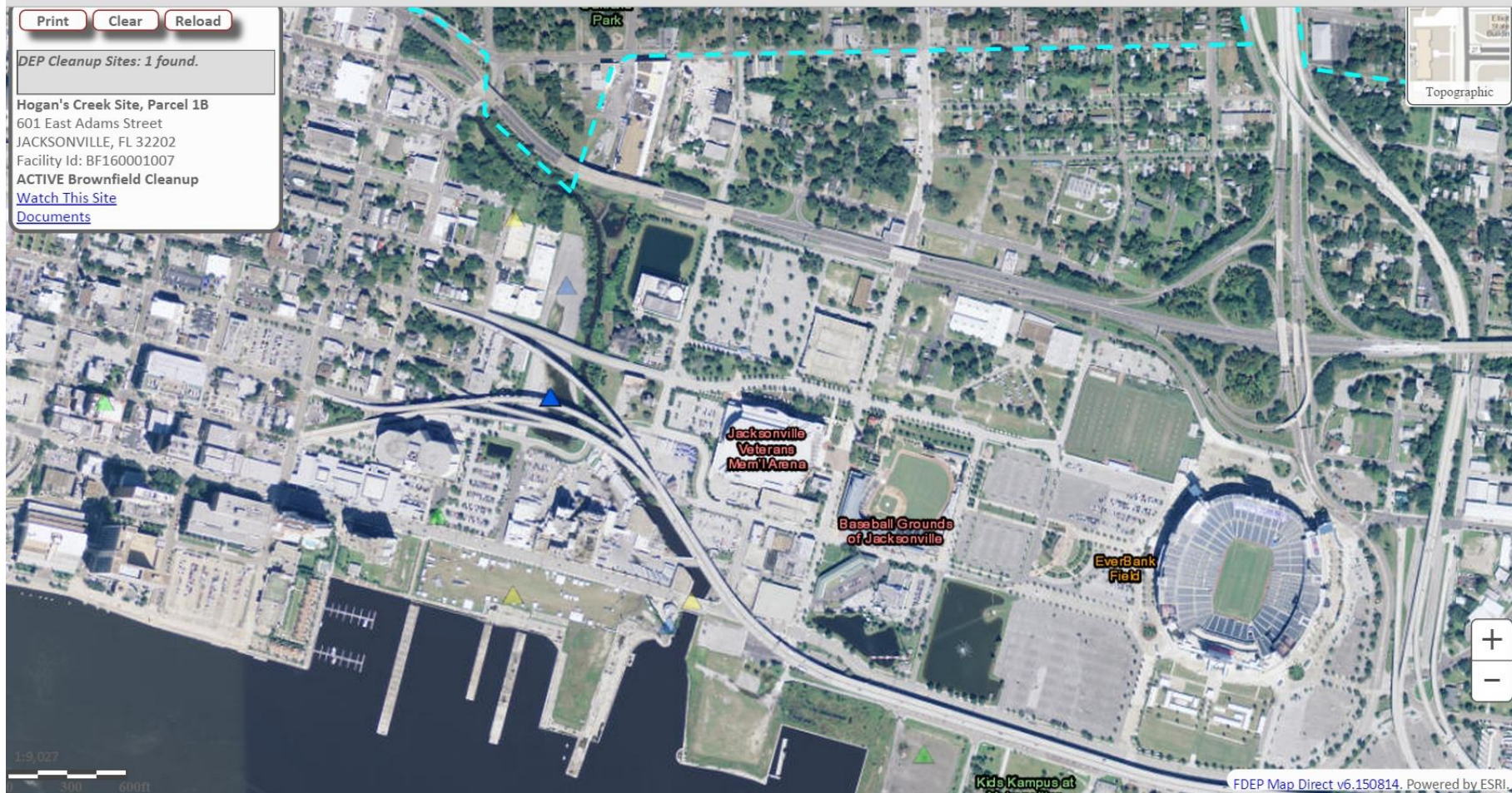


# BROWNFIELDS AND WATERWAYS





# BROWNFIELDS AND WATERWAYS



# BROWNFIELD EDUCATIONAL SERIES

**November:** Leveraging Tax Incentives for Brownfield Redevelopment

**December:** Brownfield 101

**January:** Known Contaminated Sites, History, Status

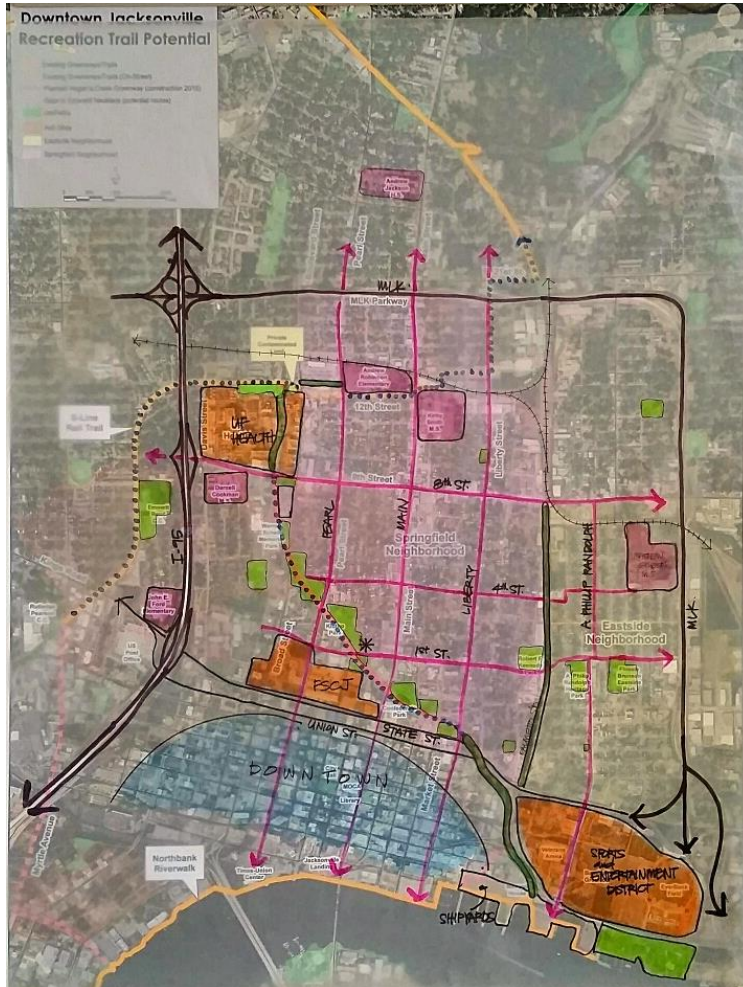
**February:** Known Contaminated Waterways, History, Status

**March:** Public Forum; Debrief; Groundworkers for Clean GreenSpace





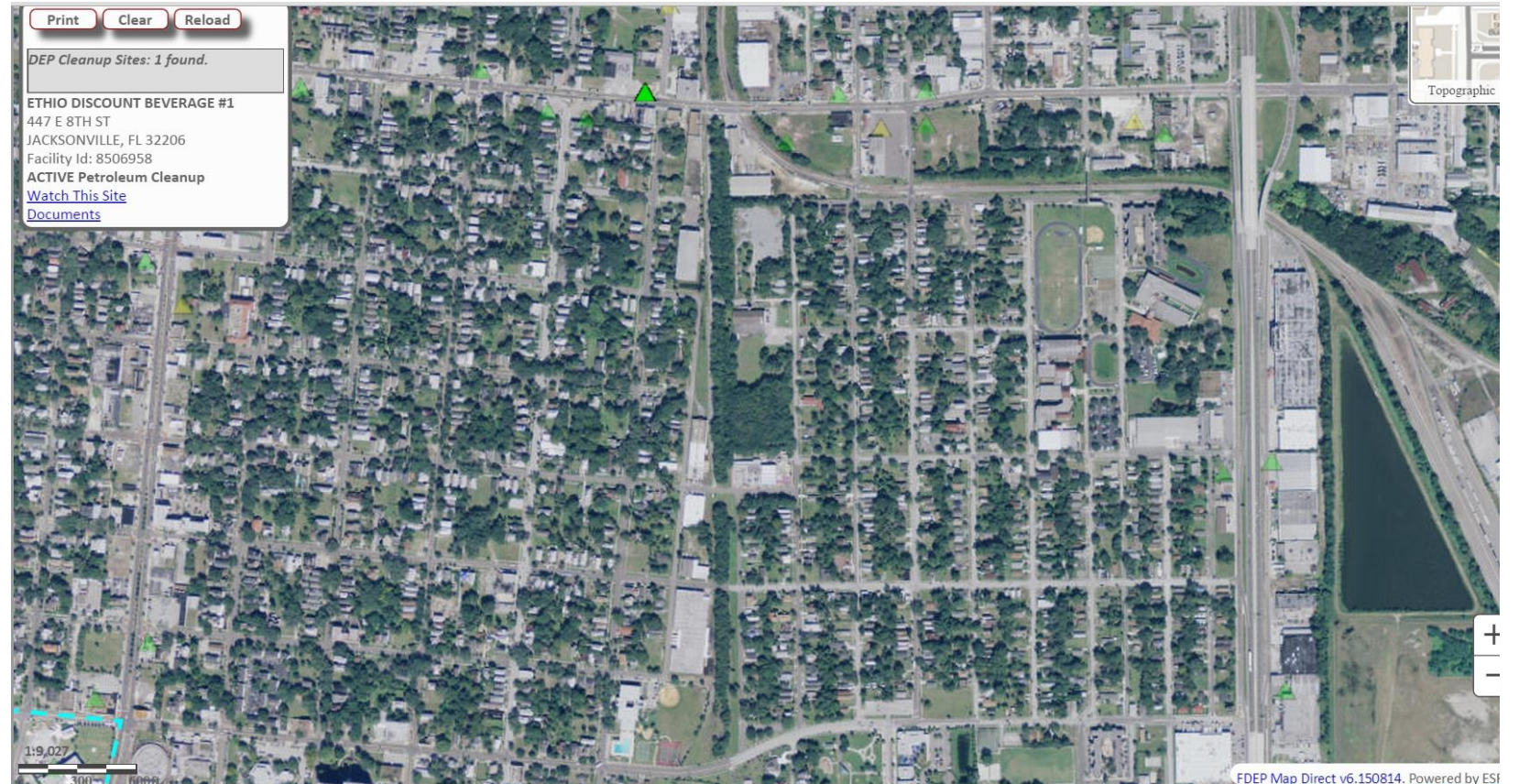
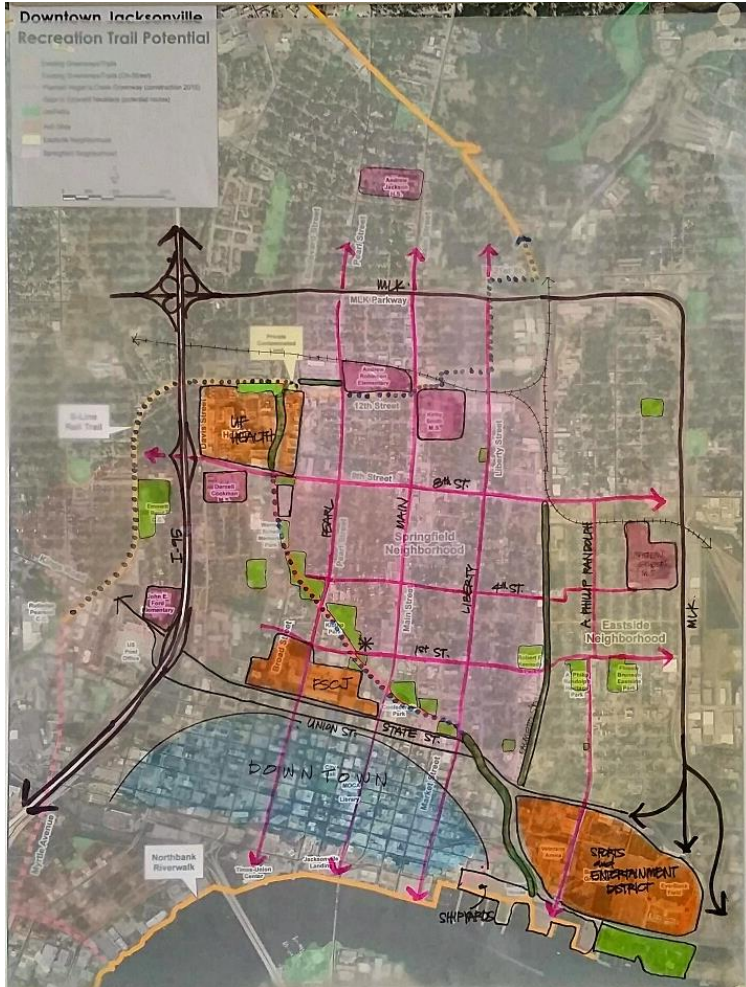
# S-LINE



- Extend 'S' Line eastward through green space up to Andrew Robinson School
- Establish Maintenance Program
- Document a comprehensive trails master plan for the immediate neighborhoods – Coordinate with the City
- Seek Partnerships for Art in Public Places
- Signage/Wayfinding – Develop a Wayfinding App for Mobile Devices
- Make the Northern Connection of Hogan's Creek Trail to the 'S' Line
- Establish a Tree Planting Strategy
- Seek collaborative funding for various projects area



# S-LINE





# GROUNDWORKERS FOR THE S-LINE

## Role of the Steering Committee

- Serve a two-year term on a 15-member Steering Committee (Four seats to be reserved for COJ departments including Parks and Recreation, Public Works, Bike and Pedestrian Coordinator and Brownfield Redevelopment)
- Identify funding opportunities to implement short and long term goals
- Provide expert advisory to and manage project implementation on the S-Line
- Actively relay project progress and information to the community and interest groups
- Be available to meet on the first Tuesday of each month from 6:30 to 8:30 PM. The public will be welcome to attend and provide input to the committee's decisions

# GROUNDWORKERS FOR THE S-LINE

## Criteria for Steering Committee Membership

- Live or own a business in the Greater Jacksonville Area (Springfield and or Eastside residents and business owners will have priority).
- Have at least 5 years of practitioner experience in one of the above areas of expertise.
- Demonstrate at least one example of a transformational neighborhood project.
- Donate an annual fee of \$50.00 to help off-set the administrative costs of managing the Steering Committee and to put some skin in the game. Springfield and Eastside residents are exempt from the annual fee.
- Must be dedicated to Changing Places and Changing Lives, not building your resume.

# GROUNDWORKERS FOR THE S-LINE

## **As a Steering Committee Member, Groundwork Jacksonville will:**

- Reimburse up to half of your \$50.00 annual fee when the pre-determined outcomes are met by the Steering Committee.
- Place your name and/or company name on the S-Line Webpage.
- Place your name and /or company name on the S-Line collateral marketing material.
- Engrave your name or company logo on two of the Groundworkers Brick / Paver--One for you to keep and one to be installed into the final capital investment to be determined by Steering Committee members.



:

Develop a plan for establishing a GW JAX Neighborhood Tree Planting Program and implementing the program in its first year;

Recruit partners and volunteers to participate in the program;

Develop outreach materials to inform community members about the program and invite their participation;

Identify, map and inspect locations for planting trees in 2015;

Develop a training program and materials for the GW JAX Green Team youth, tree-adopters and volunteers to plant and care for the newly planted trees drawing on existing programs and materials;

Organize and provide support to volunteers who are caring for planted trees;

Organize and implement a volunteer tree planting event to engage residents and partners in the Neighborhood Tree Planting Program and provide them the training program and materials that have been developed to support their efforts;

Assess outcome of the program in 2015 and compile a report summarizing what was accomplished and recommendations for strengthening the program in 2016;

Document the activities of the Tree Planting Program with pictures and videos.





# PUBLIC MARKET





# TREE PLANTING STRATEGY

## To support the work of Groundwork Jacksonville to develop a Neighborhood Tree Planting Program, by accomplishing the following tasks:

- Develop a plan for establishing a GW JAX Neighborhood Tree Planting Program and implementing the program in its first year;
- Recruit partners and volunteers to participate in the program;
- Develop outreach materials to inform community members about the program and invite their participation;
- Identify, map and inspect locations for planting trees in 2015;
- Develop a training program and materials for the GW JAX Green Team youth, tree-adopters and volunteers to plant and care for the newly planted trees drawing on existing programs and materials;
- Organize and provide support to volunteers who are caring for planted trees;
- Organize and implement a volunteer tree planting event to engage residents and partners in the Neighborhood Tree Planting Program and provide them the training program and materials that have been developed to support their efforts;
- Assess outcome of the program in 2015 and compile a report summarizing what was accomplished and recommendations for strengthening the program in 2016;
- Document the activities of the Tree Planting Program with pictures and videos.

# BIOSWALES AND RAIN GARDENS

**To support the work of Groundwork Jacksonville to develop a neighborhood bioswale/ rain garden project plan as a storm water management demonstration project in Klutho Park and/or on City-owned vacant lots, by accomplishing the following tasks:**

- Work with City of Jacksonville to identify appropriate locations for bioswale/rain garden demonstration project within target neighborhoods;
- Coordinate with civic and community leaders through schools and universities to participate in the bioswale/rain garden demonstration project;
- Develop a project proposal for a bioswale/rain garden demonstration project within target neighborhoods;
- Identify resources for supporting implementation of the project, such as the National Fish and Wildlife Foundation – Five Star and Urban Waters Restoration Program grant;
- Coordinate the implementation of the bioswale/rain garden demonstration project with the Green Team youth/local universities and public schools.



# GREEN TEAM

The Green Team is a nationwide program of Groundwork USA that gives young people the opportunity to connect with the environment while they build leadership skills, and discover career opportunities in the environmental sciences.

Groundwork Jacksonville hosted its inaugural Green Team Leadership Camp this summer in which nine teens with ties to eastside and historic Springfield have participated in a variety of clean up, planting and trail blazing projects, while learning about environmental issues from local experts.

Each is paid a stipend and receives community service hours.



# GREEN TEAM

- In addition to evidence that specific compassion for the environment is related to pro-environmental tendencies, there is research supporting the connection between compassion towards other humans and pro-environmental attitudes, behaviors, and intentions (Pfattheicher, Sassenrath, & Schindler, 2015).
- This compassion towards other humans can be fostered through learning alongside a close-knit group of peers. A cohort model provides clear program structure, a supportive peer group, and frequent contact with instructors (Norris & Barnett, 1994; Reynolds & Hebert, 1998; Yerkes, Basom, Norris, & Barnett, 1995).

# GREEN TEAM

- Cohort learning can influence student values, increase student interaction and interdependence (Barnett et al., 2000; Norris & Barnett, 1994), increase student involvement with the larger community (Reynolds & Hebert, 1995) and improve critical thinking skills (Reynolds & Hebert, 1998).
- Thus, it stands to reason that in the effort to foster pro-environmental attitudes and behaviors in a community's youth, a curriculum which utilizes a cohort model to foster compassion and support between the participants along with activities which foster general empathy will result in long-lasting and meaningful environmental empathy





# GREEN TEAM

Groundwork Jacksonville has the perfect opportunity to establish a sound, peer-reviewed evaluation framework for the Green Team initiative, right from the beginning. The Green Team initiative and its evaluation framework is predicated on four guiding principles:

- **NEIGHBORHOOD CONNECTIVITY:** Think of your neighborhood. What if anything can you do to improve it?
- **STEM:** Have you ever considered a career in science? If so, what?
- **LEADERSHIP:** What describes good leadership to you?
- **ENVIRONMENTAL EMPATHY:** We protect and preserve what we care about. What do YOU care about?



# GREEN TEAM INITIATIVE TWO TRACTS

## Summer Leadership Camp Tract

- Earn a stipend (community service required)
- A program for youth aged 14 to 18
- All events will have a work, play, learn component
- Breakfast and lunch provided
- Provided transportation
- Written and video journal
- Field trips to local and southeastern U.S. parks
- Beautification projects
- Blight redevelopment
- Watershed cleanups
- Urban Farming
- Fulfills Bright Futures volunteer hours and National Honors Society

## Community Service Tract

- A free monthly program for youth aged 14 to 18 and related adults
- All events will have a work, play, learn component
- Provided transportation
- Field trips to local and southeastern U.S. parks
- Beautification projects
- Blight redevelopment
- Watershed cleanups
- Urban Farming
- Fulfills Bright Futures volunteer hours and National Honors Society







GROUNDWORK

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Jacksonville

#TheTimeIsNow