



GROUNDWORK

CHANGING PLACES

CHANGING LIVES



A Model for
Building More
Sustainable
Communities

National with Local Roots



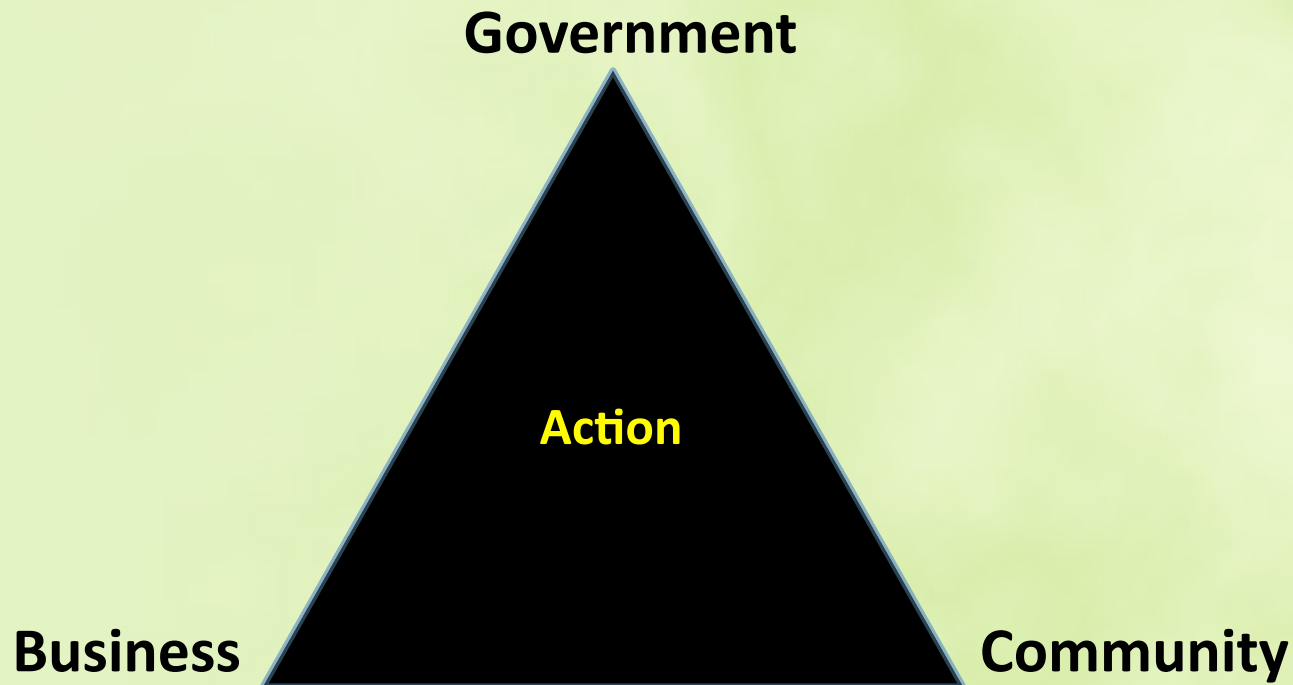
A Replicable Model

- Informed by best practices
- Tailored for each unique community



What is a “Trust”?

- For communities struggling with environmental, economic, social decline
- **Trust:** *The trait of believing in the reliability and honesty of others*



History of Groundwork



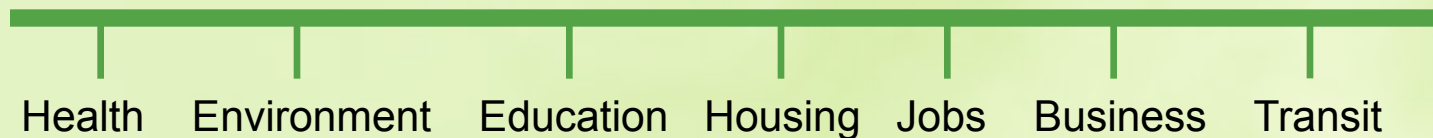
Vacant Industries



Distressed Neighborhoods

Multiple Bottom Lines

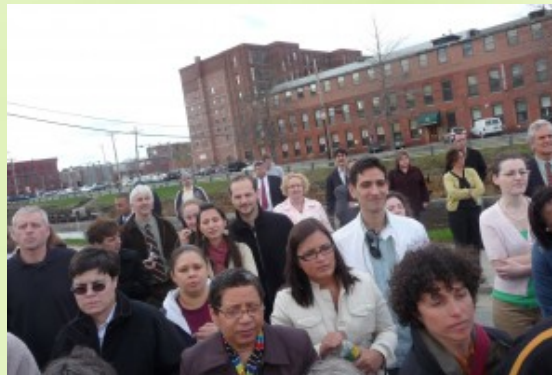
- Problems do not exist in silos; solutions can't either.
- Systemic change happens by approaching challenges from all sides.
- Groundwork is not a single purpose environmental nonprofit.



Changing Places and Lives

- Problems can be solved by empowering people in their own communities.
- Change agents work at the individual and neighborhood level.

Youth Parents Seniors Doctors Store owners Civic Leaders Teachers



Return on Investment

- \$5 million Federal dollars invested in Groundwork over 17 years
- Over \$55 million leveraged to support sustainable communities in that time
- 308,000 Volunteer hours
- 1,100 acres of parkland improved
- 297,000 linear feet of urban waters improved
- 48,000 youth served
- 393 acres of brownfields reclaimed



Measurable Results



Groundwork USA Network Accomplishments In 2012

Project Mix

Total number of projects worked on	489
planning and design	225
construction and implementation	266
natural resource conservation	232
community planning initiatives	198
Total number of projects completed	433
Total number of programs delivered (e.g. youth, climate change, food and nutrition, community gardens, civic engagement, stewardship, storm water reduction)	184

Physical Improvements (total number)

Trees planted	2,544
Shrubs planted	4,704
Bulbs, perennials, flats of flowers & vegetables planted	12,735
Large amenities installed (e.g. benches, playgrounds, raised beds, rain gardens)	358
Small amenities installed (e.g. flower boxes, signs, trash cans, recycling bins)	521
Acres of brownfields/derelict land improved	23
Acres of open space/parkland improved	390
Miles of sidewalk, paths, trails built or improved	67
Sites cleaned up (one time)/maintained (regularly)	179/216
Tons of trash/debris cleaned up	216
Feet of riparian habitat cleaned up, conserved or restored	199,848
People benefiting from projects (live within 500 ft or pass by daily)	946,324

Integrating the Economy and the Environment

Total number of businesses involved	298
Number of jobs provided (full, part time, interns, summer)	281
Weeks of environmental and green job training (1 trainee for 40 hours = 1 week, 3 students for 20 hours each = 1.5 weeks)	786
Number of youth participating in leadership/skills training	1,301

Benefits to Climate Protection

Tons of CO2 sequestered through projects and programs	2,217
Tons of CO2 emissions reduced	1,298

Community Involvement and Education

Number of youth (<18 yrs) engaged in volunteer activities	12,694
Number of adults (>18 yrs) engaged in volunteer activities	19,694
Number of seniors (>60 yrs) engaged in volunteer activities	1,138
Total volunteer hours	76,722
Number of schools involved	322
Weeks of environmental education (1 student for 40 hrs = 1 week, 3 students for 20 hours each = 1.5 weeks)	2,274
Number of community events	552
Number of people engaged at events	49,429
New partnerships established / # Partners engaged in work	364 / 796

Access to Healthy Food

Number of community garden beds provided/maintained	596/1,596
Number of families benefitting from fresh food from gardens	6,154

Leveraging Resources

Public sector funding (federal, state, local)	\$5.6 million
Private sector funding (business, foundations, civic, private)	\$2.5 million
Value of donated goods/services (not volunteer time)	\$731,342

Groundwork Network Highlighted Achievements

- Providence, RI: Received EPA 2012-2015 Environmental Work Force Job Training Grant with strongest application and program in the country.
- Milwaukee, WI: Installed 35 rain gardens, 21 rain barrels with residents.
- Portland, OR: Formed Portland Harbor Community Coalition, a diverse group of local stakeholders all invested in the outcome of the Willamette River's Superfund site cleanup.
- Cincinnati, OH: Held our community celebration with 300 people to commemorate completing 3 miles of trail & river improvements.
- Anacostia, DC: Maintained Anacostia River Bandalong litter trap so well that City installed two more and awarded us the maintenance contract; allowed for 7,500 volunteer hours and extensive youth environmental education.
- Dona Ana County, NM: Partnered with BLM to complete the Sierra Vista Trail.

Youth Development

- 21CSC designation
- 98% of youth engaged are diverse, disadvantaged
- Local work, national movement
- Partnerships - 15+ National Parks, FWS Refuges
- STEM, career paths, stewardship, civic engagement





Groundwork USA Network



Lessons Learned



A collection of lessons learned and recommendations for best practices when implementing low-cost improvements to create better pedestrian and bicycling environments. Experiences are based on work implemented by Groundwork Denver from 2009-2012.

Lessons Learned

Features of Groundwork-Led Neighborhood Improvements to the Built Environment

- Low-cost
- Volunteer-friendly (DIY)
- Engages residents tangibly
- Focused on outreach, listening to derive improvement priorities
- Decreases perceived safety concerns



Lessons Learned

Features of Groundwork-Led Neighborhood Improvements to the Built Environment

- Bridge between citizens and local government
- Builds local support, demand for broader smart growth goals
- Near-term, “low-hanging fruit” supports incremental, phased approach to larger-scale improvements
- Helps change habits: documented increase in physical activity, non-motorized transit choices



Project Examples

Examples of Low-Cost, Small-Scale Neighborhood Improvements to the Built Environment

- Neighborhood cleanup
- Tree planting
- Pedestrian/bicycling amenities
- Graffiti removal
- Curb ramps
- Intersection art
- Sidewalk, curb, and gutter improvements
- Crosswalk striping
- Fence extension



Our Youth Leaders

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For More Information

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