



# Starting a Groundwork Trust in your Community

June 4, 2019

# About Groundwork USA



The only network of local organizations devoted to transforming the natural and built environment of low resourced communities.

- National enterprise, local roots
- Working where environment, economy, and civic engagement intersect
- Broad participation in building equitable, healthy and resilient communities for all

## Our Network



Groundwork Atlanta  
Groundwork Bridgeport  
Groundwork Buffalo  
Groundwork Cincinnati/Mill Creek  
Groundwork Dallas  
Groundwork Denver  
Groundwork Elizabeth, NJ  
Groundwork Hudson Valley  
Groundwork Indianapolis  
Groundwork Jacksonville

Groundwork Lawrence, MA  
Groundwork Milwaukee  
Groundwork Mobile County  
Groundwork New Orleans  
Groundwork Rhode Island  
Groundwork Richmond, CA  
Groundwork Richmond, VA  
Groundwork San Diego-  
Chollas Creek, CA  
Groundwork Somerville, MA  
Groundwork Southcoast, MA

# Our Commitment, Core Values



- Equity -- access to opportunity and well-being for all
- Green, healthy and resilient neighborhoods
- Leading by doing
- Investing in people and in place
- Community engagement and collaboration -- everyone has a role to play

# A Replicable, Adaptable Model



- Informed by best practices
- Tailored for each unique community
- Leverages existing assets, opportunities
- Driven by meaningful community engagement and cross-sector collaboration

# Our Focus Areas



- Equitable Local Economies
- Healthy Communities
- Transforming Brownfields
- Revitalizing Urban Waters
- Youth Development



# What do we mean when we say “equitable development”?



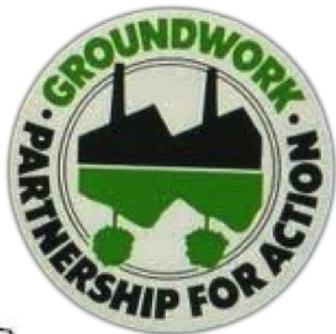
- Everyone should benefit from development
- Revitalization without displacement
- Community defines “benefits”
- Asset-based planning
- Mutual accountability; building trusting relationships
- Collaborative, inclusive community engagement
- Finding common ground (i.e., balancing community priorities, developer/financing/regulatory realities)
- No “finish line”

## What is a Groundwork Trust?

- Independent 501c3
- Trusts are established by local stakeholders in a community
- Intermediaries between local government and neighborhood residents
- Together, Groundwork USA and the Groundwork Trusts make up the Groundwork USA Network



# Our History





**GROUNDWORK**  
**USA**

# Inter-Agency Agreement Supports Groundwork USA Network



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# Establishing a New Groundwork Trust

# Overview of the New Trust Process



- Steering Committee
- Letter of Interest
- Site Visit
- Full Proposal
- Feasibility Study / Vote
- Launching Phase

# 1

# Forming a Steering Committee

Assessing local interest and support  
for the Groundwork model

# The Steering Committee



- Representative/reflective of community
- Team players commit to 6-month process
- Collaborators agree to “ground rules” for participation

# 2



## The Letter of Interest

Describing your community's ideas  
for how Groundwork could take root

## The Letter of Interest

- 4-5 page letter
- Demographics; environmental, economic & community development challenges
- Demonstrated community interest
- Opportunities for the potential new Trust
- Lead organization and contact person
- Ability to leverage local funding (municipal, private, in-kind)
- Past/current funding or technical assistance from EPA, NPS-RTCA, and/or GWUSA



## What is the potential for Groundwork to...

- Facilitate creation, improvement, stewardship of parks, greenways, gardens?
- Stimulate local economic revitalization that is accessible to all
- Increase local capacity to address “3Es” (environment, economy, equity)?
- Engage stakeholders in planning and development of projects, programs, partnerships?

# 3



## The Site Visit

Orienting the Selection Committee to local people and conditions

# Why Groundwork?



And why now?

# 4



## Full Proposal

Diving more deeply into what the Groundwork model could accomplish

## Elements of the full proposal

### Letter of Support from Highest Ranking Local Official

- Commitment to providing required local match of at least \$35K/year for first three years

**Commitment of private sector match of at least \$10K/year**

### More Fully Developed Description of Potential

- Likely first partners
- “Low-hanging fruit” projects that will build momentum
- Amplification of an inclusive “big idea” or vision the Trust would champion

# 5



## The Feasibility Study / Vote

Where the rubber meets the road:  
Planning to implement the Groundwork  
model locally

## The Feasibility Study Process

- 6-month process guided by GWUSA, NPS staff with Steering Committee
- Up to \$7,000 available from GWUSA for local project consultant to work with Steering Committee
- Explore needs, opportunities, priorities
- ID projects, programs, partnerships
- “Meet and greet” info meetings to build relationships and gain commitments from potential funders
- Yay/nay vote from Steering Committee to proceed

# 6



## The Launching Phase

Taking the steps needed to get doors open and lights on, staff hired, community engaged

# The Launching Process



- Begins once GWUSA Board okays the Feasibility Study & Launch Strategy for the new Groundwork Trust
- Involves outlining a concept for the “Launch Event,” which announces Groundwork to the broader community
- New Trust signs MOU with GWUSA and commits to milestones in organizational development

# Launching Phase Framework

## NPS/EPA Seed Funding, Through GWUSA

- \$190K dispersed over 3-4 years, with \$90K for the launch year
- Remaining \$100K (as available) is released over 3 years in annual increments of \$25K-\$50K

## NPS/GWUSA Task Agreement

- Deliverables help build Trust organizational and program capacity during launch phase
- Provides vehicle for federal funding

## Fiduciary Agreement

- Between GWUSA and new Trust
- Provides for nonprofit status while IRS 501(c)(3) application is pending

## Next Steps

### Anticipated Timing

- LOIs to be submitted by July 31, 2019
- Notifications of selection will go out around August 13, 2019
- Site visits – August and September
- Anticipated due date for full proposal submission is October 15, 2019
- Anticipated notification of the community selected around November 15, 2019
- Feasibility study will begin around December 2019

# Questions?

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