



Maps as a Platform for Equity-Based Planning

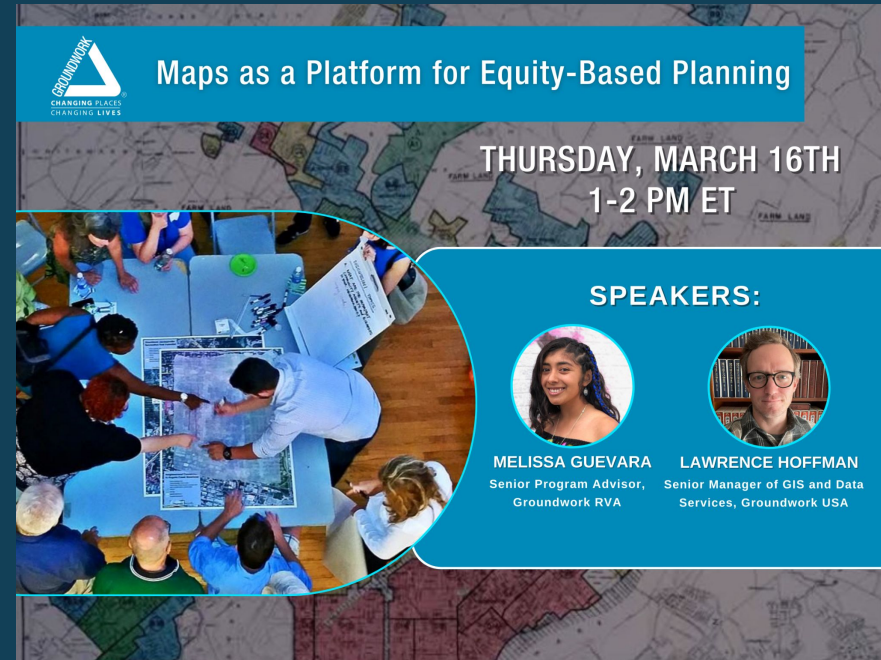
Thursday, March 16th 2023


Groundwork Richmond Virginia: Melissa Guevara

Groundwork USA: Lawrence Hoffman, Jalisa Gilmore, & John Valinch

What we'll cover today


- Introduction to GWUSA
- Equitable Land Revitalization Technical Assistance Program
- The Power of Maps for Furthering EJ
- **Speakers:** Lawrence Hoffman, GWUSA & Melissa Guevara, GWRVA
- 10 Minute Q&A
- Available Tools and Resources




 **Maps as a Platform for Equity-Based Planning**

THURSDAY, MARCH 16TH
1-2 PM ET

SPEAKERS:


MELISSA GUEVARA
Senior Program Advisor,
Groundwork RVA


LAWRENCE HOFFMAN
Senior Manager of GIS and Data
Services, Groundwork USA

A national network with deep local roots, we help communities to become healthier places to live, work, and play.



The Groundwork Network



Equitable Land Revitalization Technical Assistance

Workshops & Trainings

Free workshops and trainings to build capacity for implementing equitable development and environmental justice principles into brownfields projects.

Direct Technical Assistance

Free one-on-one customized strategy, tools, and peer support for communities seeking a more inclusive brownfield planning agenda.

Visual Resource Library

Tools, guides, podcasts, graphic novels, templates, and case studies to support your efforts to transform brownfields into community assets.

Brownfields & Environmental Justice



Dr. Nina Scarito Park. Lawrence, Massachusetts.
<https://www.groundworklawrence.org/successstories>

Importance of Equitable Development

- Over 450,000 brownfields in communities throughout the US
- Predominantly located in communities of color and low-income communities
- Communities can benefit from health, social, & economic outcomes of brownfield transformation

Maps As a Tool for Equity-Based Planning

- To realize benefits communities need to be in the driver's seat
- Maps can be a valuable tool
- Applicable to climate resilience planning and brownfield transformation



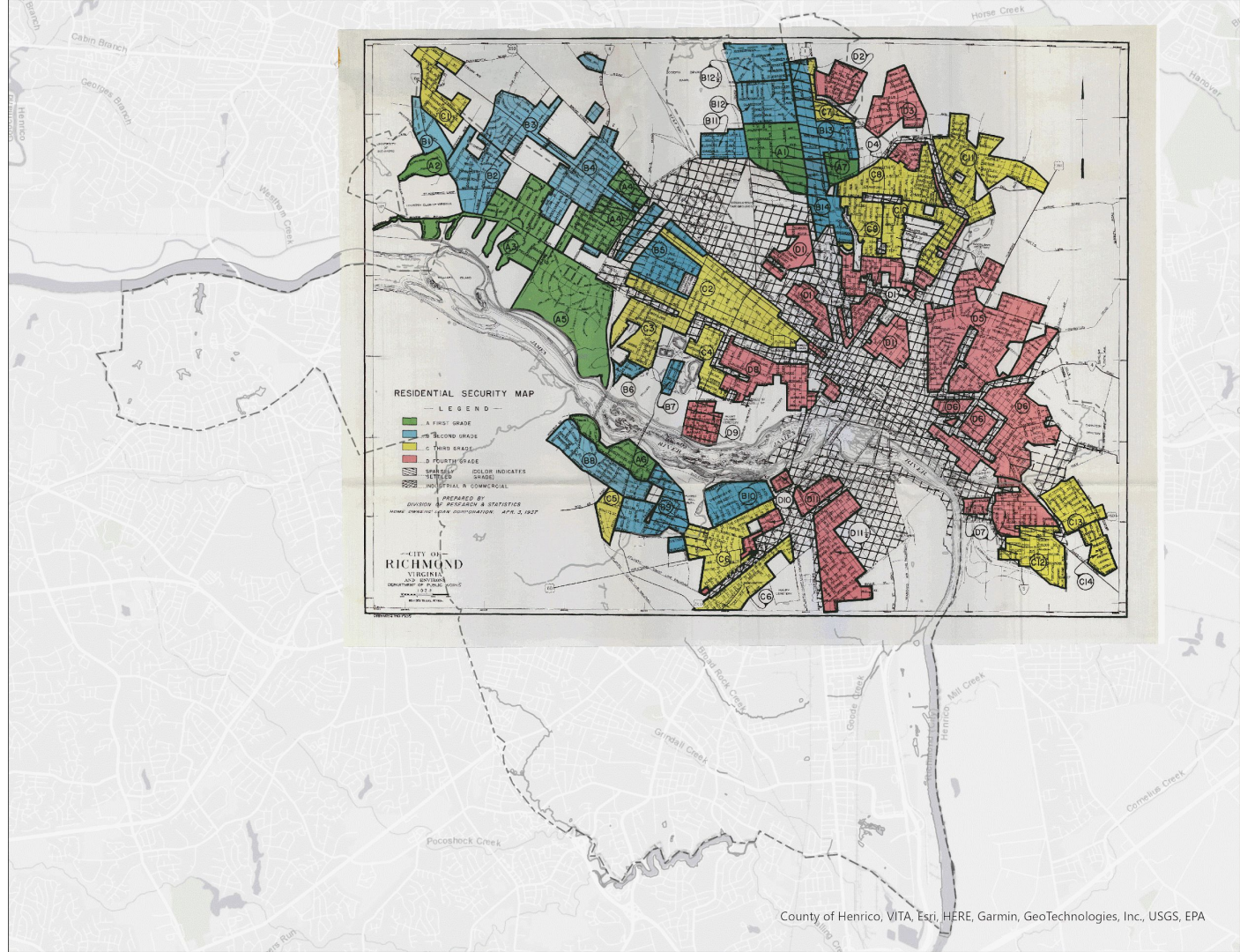
Civic Engagement Using Maps

- ❑ Build awareness of issues
- ❑ Neutral entry point to difficult conversations
- ❑ Provides clarity, anchors arguments, and legitimizes political demands

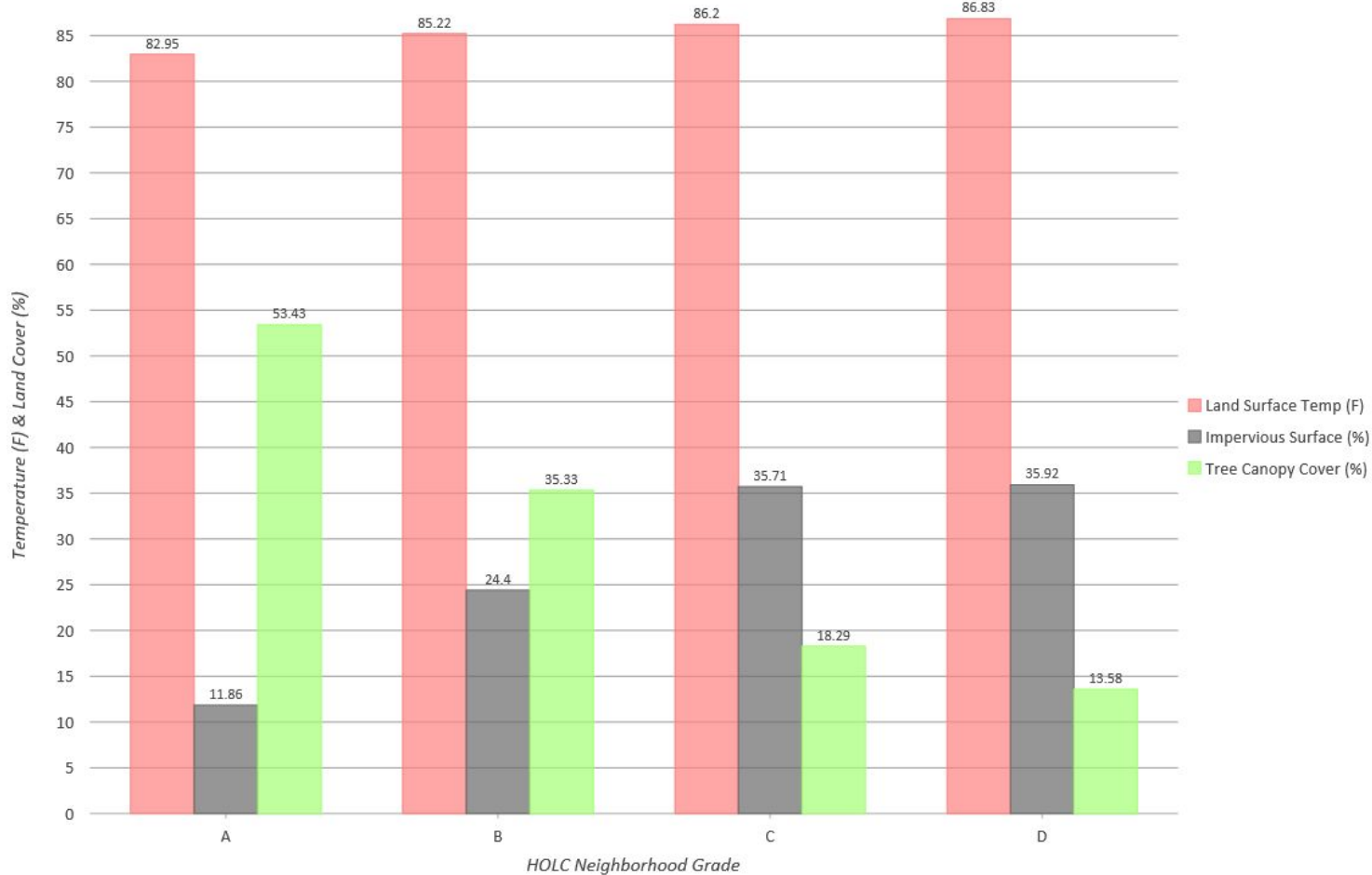


Climate Safe Neighborhoods

- ❑ Disparities in vulnerability to extreme heat and flooding can be traced back to segregationist housing policies
- ❑ Residents in the most vulnerable, under-resourced areas should have a say in the distribution of climate change mitigation resources
- ❑ We've implemented the CSN approach in 13 cities



Environmental Risk Factors by HOLC Neighborhood Grade for Richmond, VA



Cohort 1

Groundwork Denver

Groundwork Elizabeth

Groundwork Richmond (CA)

Groundwork RVA

Cohort 2

Groundwork Hudson Valley

Groundwork San Diego

Groundwork Ohio River Valley
(Cincinnati)

Groundwork Lawrence

Cohort 3

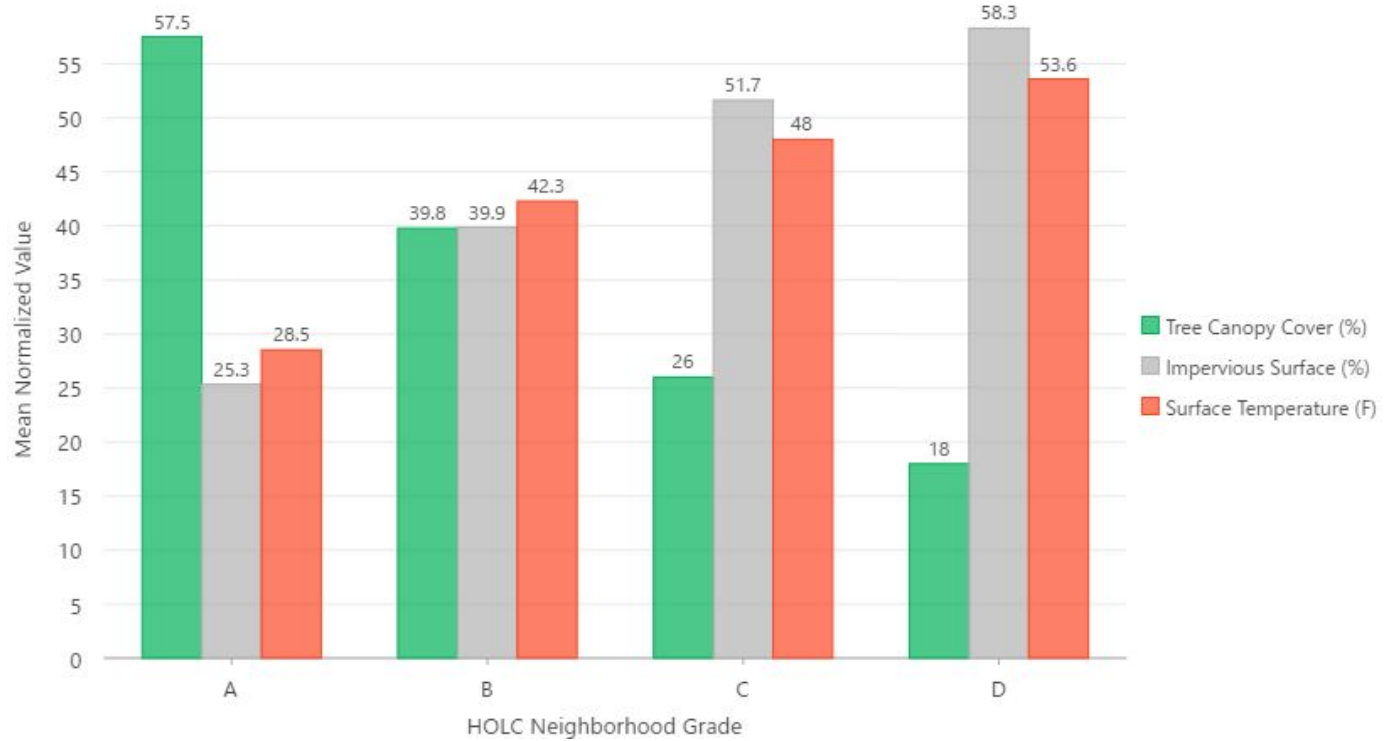
Groundwork Northeast
Revitalization Group (KCK)

Groundwork Milwaukee

Groundwork New Orleans

Groundwork Southcoast (MA)

Environmental Risk Factors by HOLC Neighborhood Grades for All CSN Cities



Map Products

Story Map

Dashboard

Transparencies

Climate Safe Neighborhoods v1.0
Groundwork Milwaukee

Total Population
951.2k
Milwaukee County

Total Population Race Hispanic or Latino

Mean Surface Temperature (F) (LANDSAT 8, 2015-2020, June-Aug., <20% Cloud Cover)

HOLC Neighborhood Grades (1938)	Surface Temp
A	88
B	90.7
C	91.8
D	92.8

Average Median Household Income per Block Group (ACS 5YR 2019)


Median Household Income
53k
Milwaukee County

Map of Milwaukee showing surface temperature by block group.

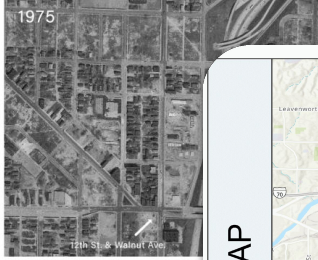
Climate Safe Neighborhoods

Race and Climate Segregation and Environment Neighborhood Risk Lindsay Heights Coordinator Profile Get In

'Urban Renewal' and Deindustrialization



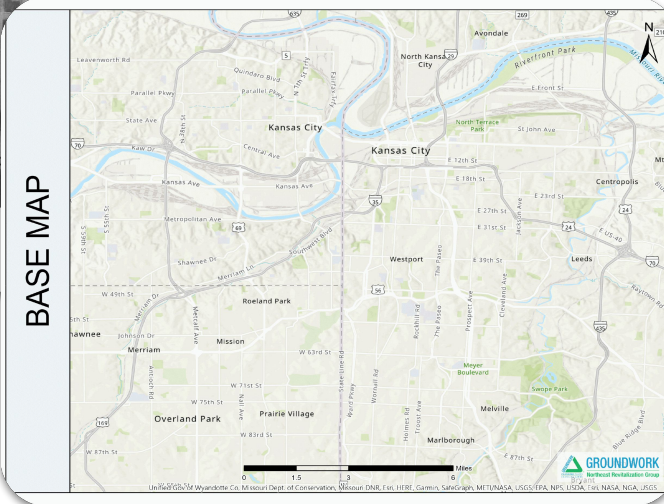
Cranes demolish homes in Bronzeville. In the late 1960's, significant portions of Lindsay Heights and Bronzeville, including the primary commercial corridor along Walnut Street, were torn down in the name of 'Urban Renewal.'



1975

Interstate and freeway development and Urban Renewal Administration projects took hold in the

BASE MAP



Map of Kansas City area showing major roads and neighborhoods. Includes a scale bar and north arrow.

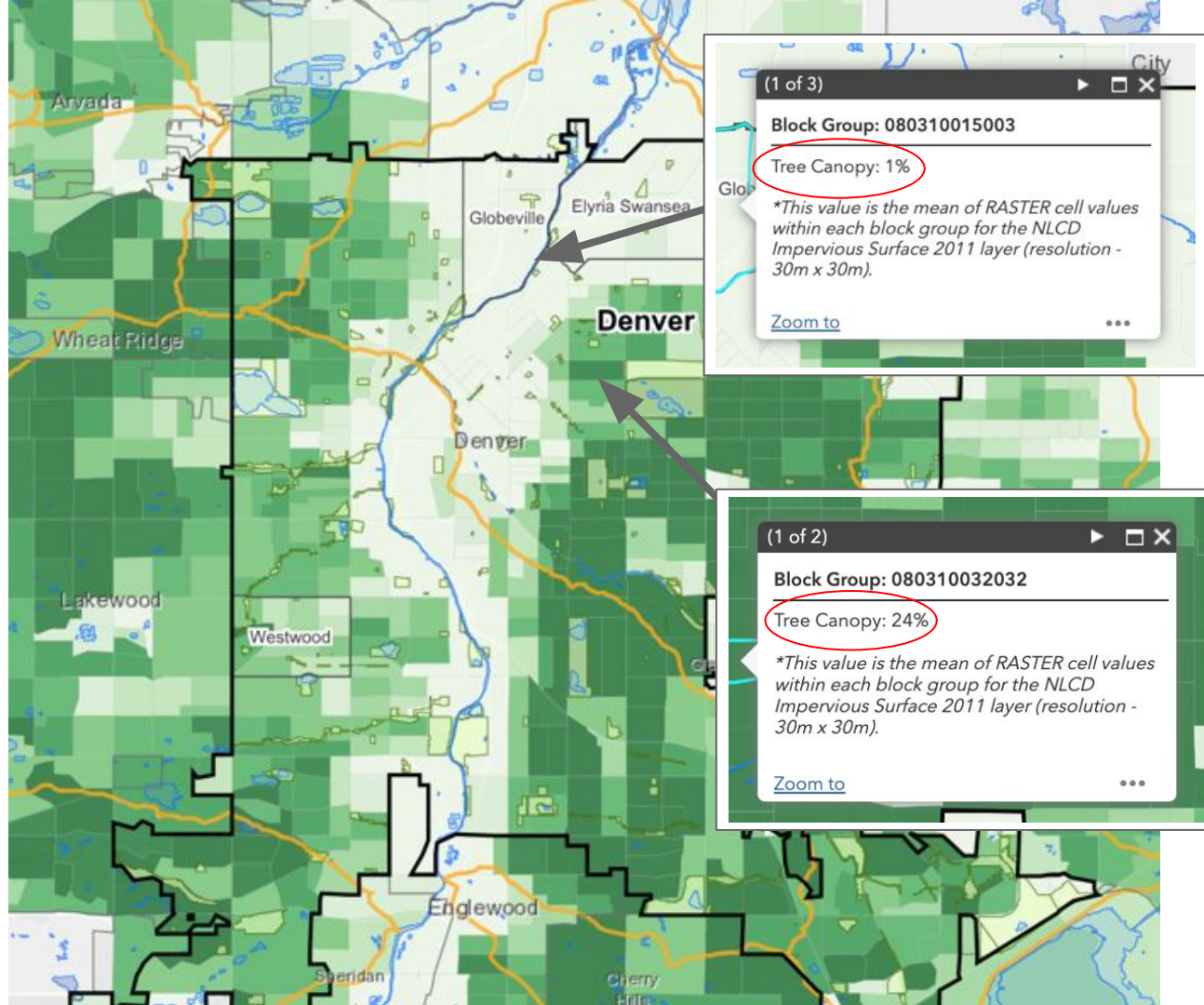
Dashboard, maps and data prepared by Groundwork Milwaukee for Groundwork Milwaukee as part of the Climate Safe Neighborhoods project. View details about the data presented in these maps view the metadata table. The New School Urban Systems Lab methodology, considerations and modeling assumptions for greater insight into the model.



GROUNDWORK

Denver

- ❑ Ballot 2A, \$40 million annually for climate resilience
- ❑ GES: 10,000 trees over 10 years and a say in the decision making process
- ❑ Trained promotoras to be climate advocates
- ❑ 10 residents trained, 6 applied to be on board, 4 accepted, 1 is co-chair





2717 Race St



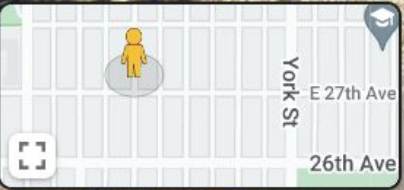
Denver, Colorado



Google Street View

Nov 2020

See more dates



Google

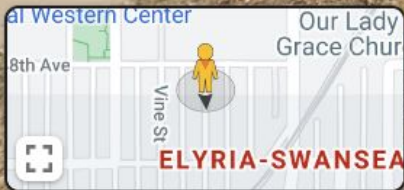
← 4780 N Gaylord St

Denver, Colorado

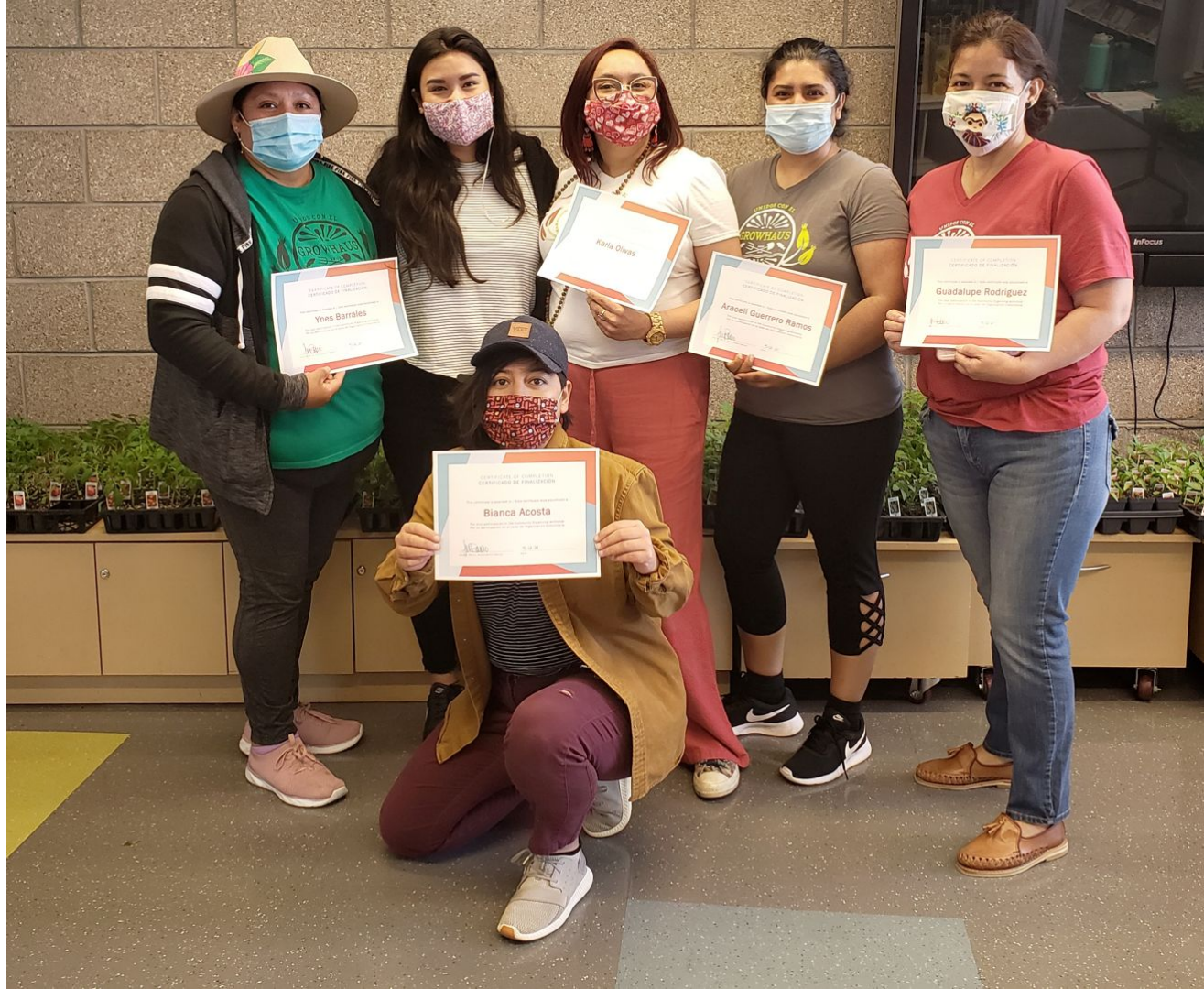
 Google Street View

Nov 2020

[See more dates](#)



Google

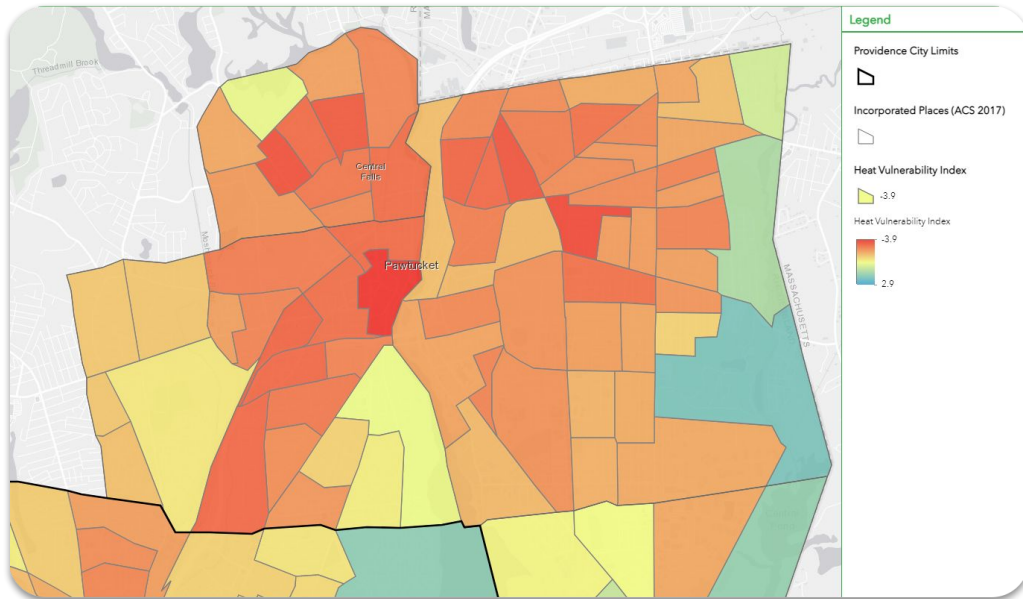




GROUNDWORK

Rhode Island

- ❑ Public trees were distributed on first come first serve basis. Instructions were English only.
- ❑ Used maps to argue for more equitable, need-based process
- ❑ Now city uses HVI and EJ Screen in placing trees





GROUNDWORK

Elizabeth

- ❑ Convinced key city officials that equity is important in distribution of resources. Illustrating the legacy of redlining with the maps was central to their argument.
- ❑ Mayor Youth Council: UNLIMITED TREES!!!
- ❑ 483 trees in the past year
- ❑ Partnerships across cities
- ❑ Regional partnership with Newark and Jersey City - CSN model
- ❑ 5 cities in New York adopting a CSN type model using maps for equity-based distribution of climate change mitigation (Kingston, Poughkeepsie, Newburgh, Beacon, Peekskill)

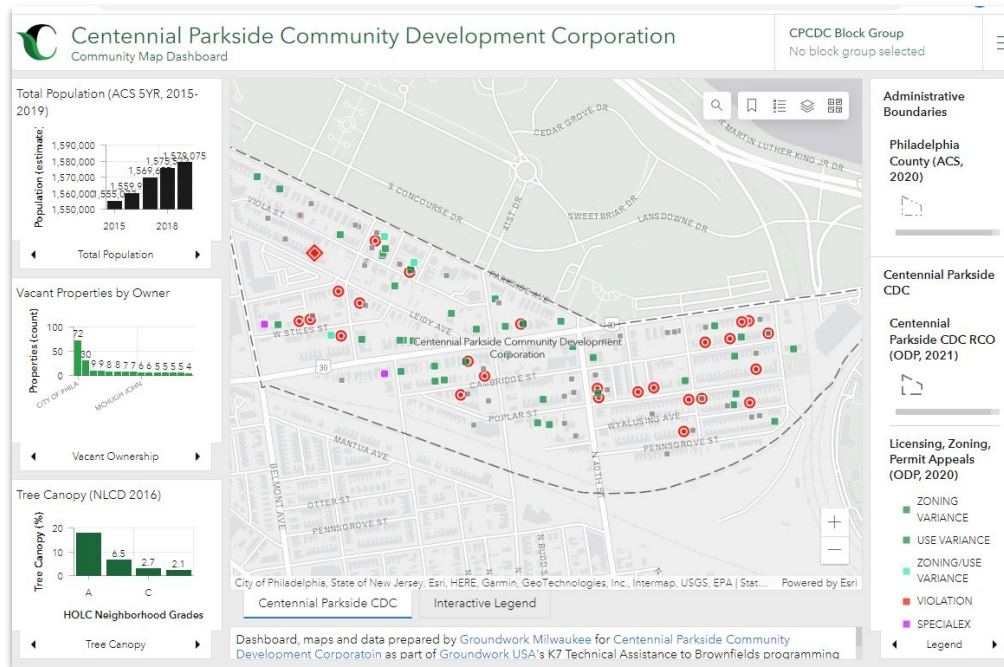


From the CSN Team

- ❑ “The maps and GIS tools have been by far my greatest tool when presenting. They are engaging and more so, they tell a story that can not be unseen. I don't [think] Groundwork Elizabeth would have had this much success in the CSN program without them.”
- ❑ “The maps are one of the most powerful tools in getting people interested and engaged in the conversation; both community members and policy makers. We open all of our presentations with the maps, and they are a true eye opener, helping to frame the discussion on climate resilience through the lens of equity...”
- ❑ <https://groundworkusa.org/focus-areas/climate-safe-neighborhoods/>

Wait. This is a brownfields webinar, right?

- ❑ CSN work is equity-based brownfields work that centers community voices in conversations about reusing urban space toward climate resilience
- ❑ Maps can support larger scale brownfields projects in the same way
 - ❑ Framing the importance of the work
 - ❑ Assist residents in forming a vision for brownfield reuse
 - ❑ Anti-gentrification planning
- ❑ Dashboards for Flint, MI and Philadelphia, PA.



Map Resources

- ❑ US Census Bureau, data.census.gov
- ❑ EPA, [Environmental Justice Screen](#)
- ❑ American Forests, [Tree Equity Score](#)
- ❑ Trust for Public Land, [ParkServ](#)
- ❑ Center for Disease Control, [PLACES](#)
- ❑ USGS [Analysis Ready Layers](#)
- ❑ [National Landcover Database](#)
- ❑ Local Government GIS Open Data Portals
- ❑ For Expertise, local Universities and Governmental Departments



Groundwork RVA

“Maps a SuperPower for Good”

Melissa Guevara, Youth Program Director



Groundwork RVA

- **OUR MISSION:** To cultivate the next generation of urban conservationists in Richmond, Virginia.
- **OUR VISION:** Groundwork RVA works with Richmond youth to facilitate environmental, economic, and social well-being in neighborhoods through the transformation of blighted and neglected open spaces into public assets.

Green Team

- Green Team members plan and implement revitalization projects that have an impact at a neighborhood level, and expand access to Richmond's natural and cultural resources.



Green Workforce

- The Green Workforce program builds recent high school graduates capacity and develops work experience for Richmond's at-risk recent graduates, while revitalizing green spaces in neighborhoods.

Bellemeade Bike Shop

- The Bellemeade Enterprise Center (also known as the Bike Shop) is located in Bellemeade Park where it works in close collaboration with Oak Grove-Bellemeade Elementary School and the Bellemeade Community Center to provide neighborhood children [access to bikes](#), bike safety, and access to [bike paths](#).



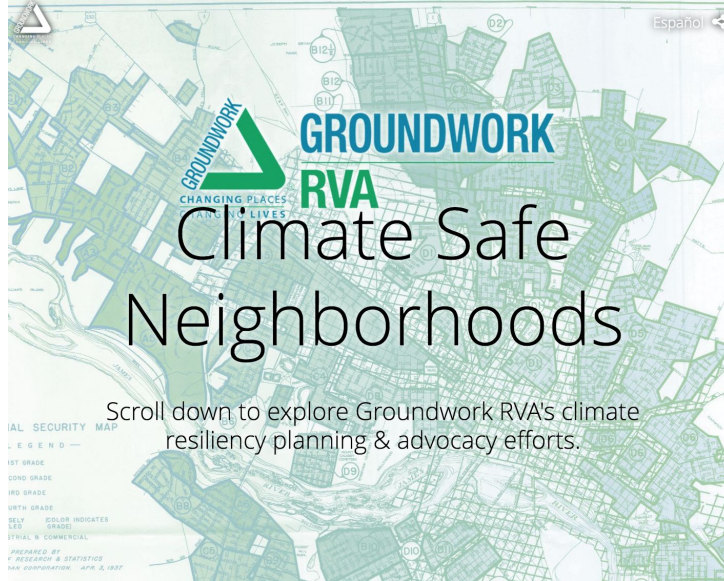
Richmond 300

Richmond 300:

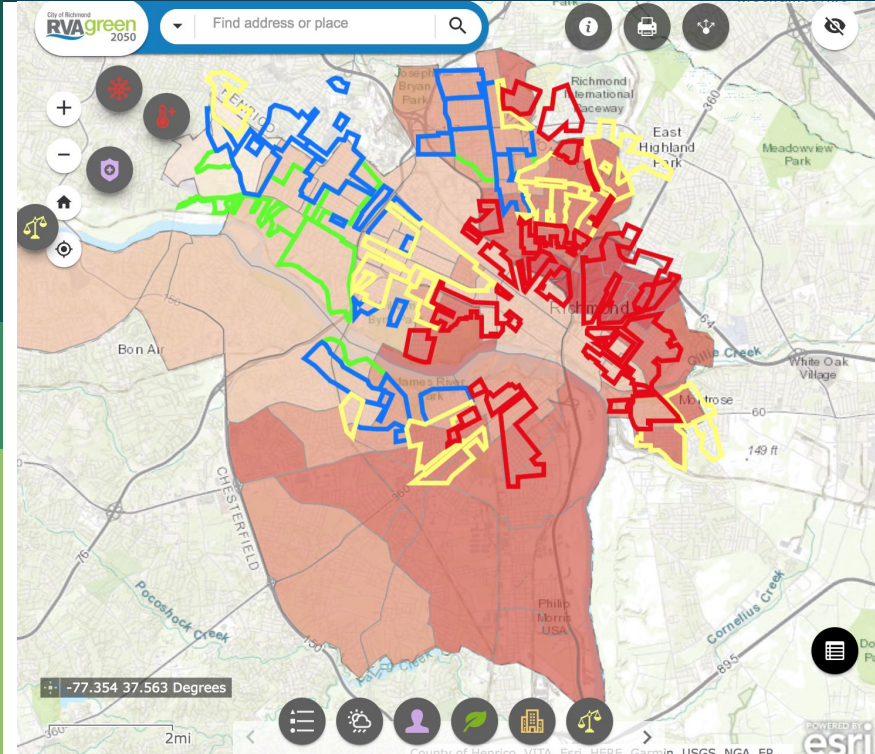
Goal 17 Resilient & Healthy Communities:

Positively adapt to the effects of a changing climate via RVAgreen 2050, and ensure that all residents have equitable access to nature and a healthy community.

- Objective 17.2 Increase city-wide tree canopy from 42% to 60%
- Objective 17.3 Reduce urban heat, prioritizing areas with a high heat vulnerability index rating.
- Objective 17.5 Reduce the effect from heavy rainfall events and sea level rise.

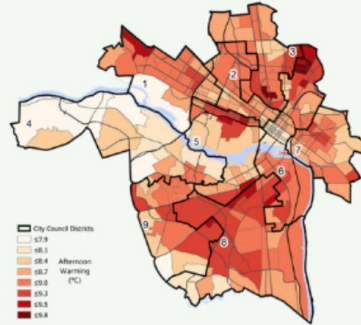


RVAgreen 2050 and New Parks coming to Richmond

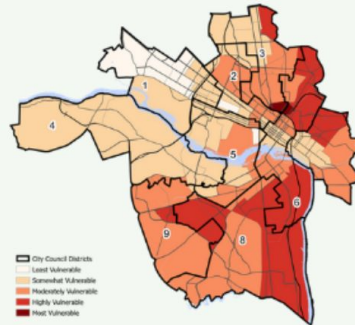


- Helps to prioritize neighborhoods in need
- Created an action plan that focused on community members
- Made information accessible
- RVA 2050 Climate Equity Index is ever expanding their categories

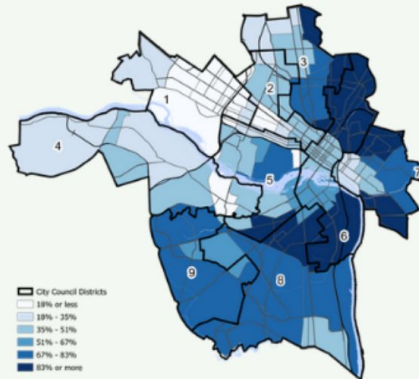
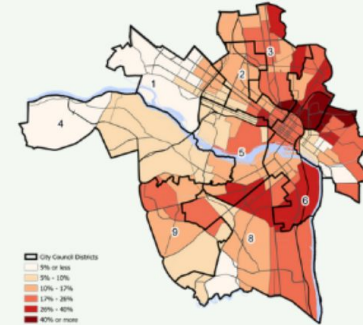
Urban Heat Island Effect



Vulnerability to Climate Change



Households w/o a Vehicle



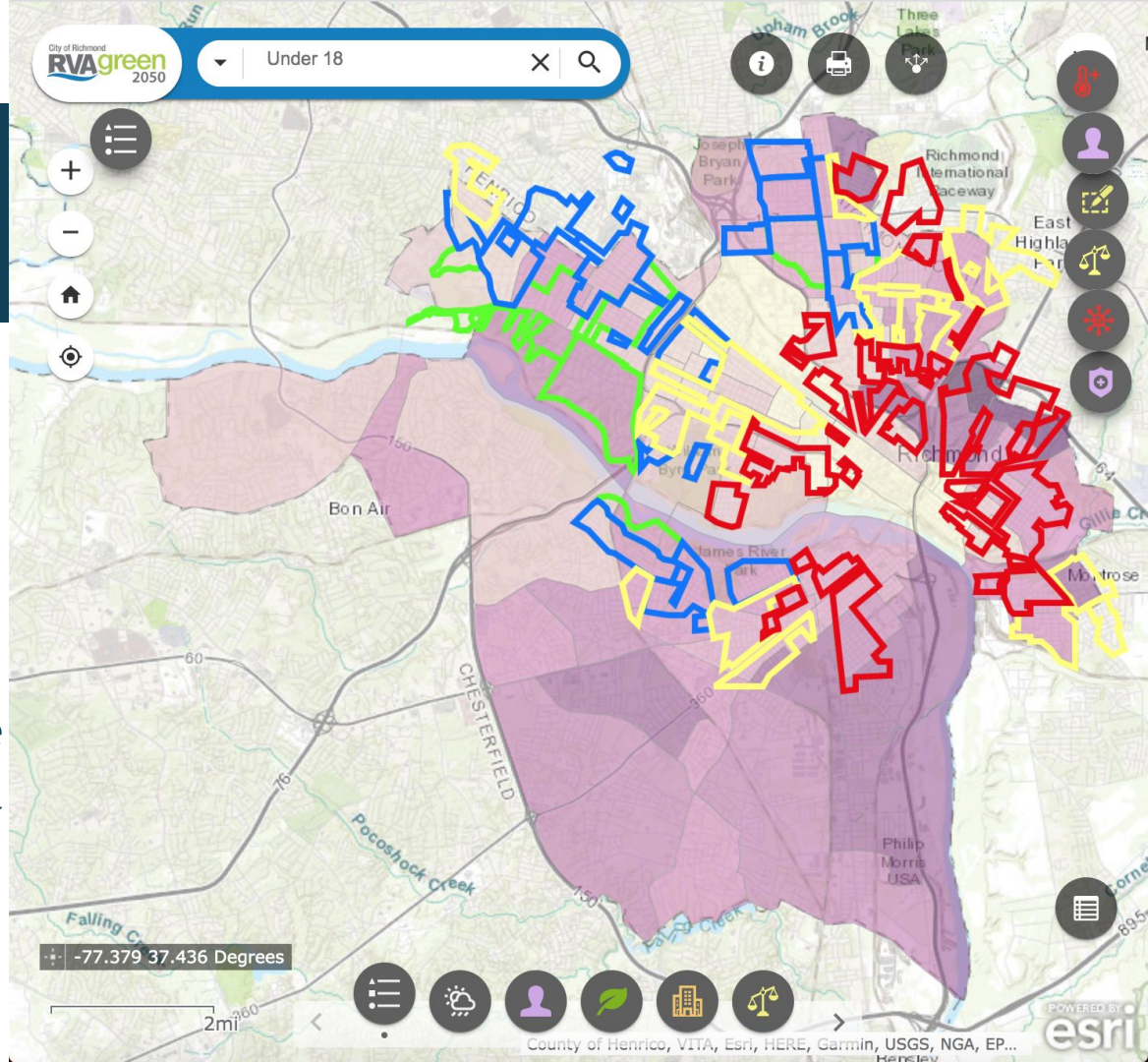
Due to disproportionate impact, Black and brown communities have high need for walkable green spaces.



“The benefits of green spaces are irrefutable and unmatched, and it’s clear that not everyone in this city has been afforded those benefits...It’s our job to intentionally correct that injustice.” -Mayor Levar Stoney (2020)

The Power of Maps

- Maps can be conduits to vast amounts of information
- They can tell stories and show where the greatest needs exist



Links:

- RVA 2050 Climate Equity Index
 - <https://cor.maps.arcgis.com/apps/webappviewer/index.html?id=e4d732f225fe457d83df11fe9bf71daf>
- Groundwork RVA
 - <https://www.groundworkrva.org/>
- 5 New Green Spaces in Southside
 - <https://rva.gov/parks-recreation-press-releases-and-announcements-mayors-office/news/mayor-stoney-announces-five>
- Richmond 300 Master Plan
 - <https://www.rva.gov/planning-development-review/master-plan>



Thank You!

Presented by: Melissa Guevara
Contact: Melissa@groundworkRVA.org and
Rob@GroundworkRVA.org

The Power of Maps!



- Taking a holistic view—centering equity—of a brownfield’s surroundings is key to successful land transformation
- Maps are a valuable tool to facilitate conversations in a way that integrates equity and community needs into land reuse decisions

Questions?



Thank you!

You can reach us at:

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<https://groundworkusa.org/ta-services/>

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