



RECREATION | TRANSPORTATION | REVITALIZATION | DESTINATION | SOCIALIZATION | BEAUTIFICATION



# GROUNDWORK JACKSONVILLE

- Chartered in 2014
- 21 Groundwork Trusts
- Key Partners
  - City of Jacksonville
  - Groundwork USA
    - National Park Service
    - US Environmental Protection Agency



# MISSION & PURPOSE

- Transform Jacksonville's Urban Core
  - Creek Restoration
  - Trail Building
  - Community Building
  - Leadership/Stewardship/Workforce Development



# PRESENTATION OUTLINE

- Emerald Trail Plan
- Neighborhood Demographics
- Social Justice Issue
- McCoys Creek Restoration Project
- Community Engagement/Partnership



# EMERALD TRAIL



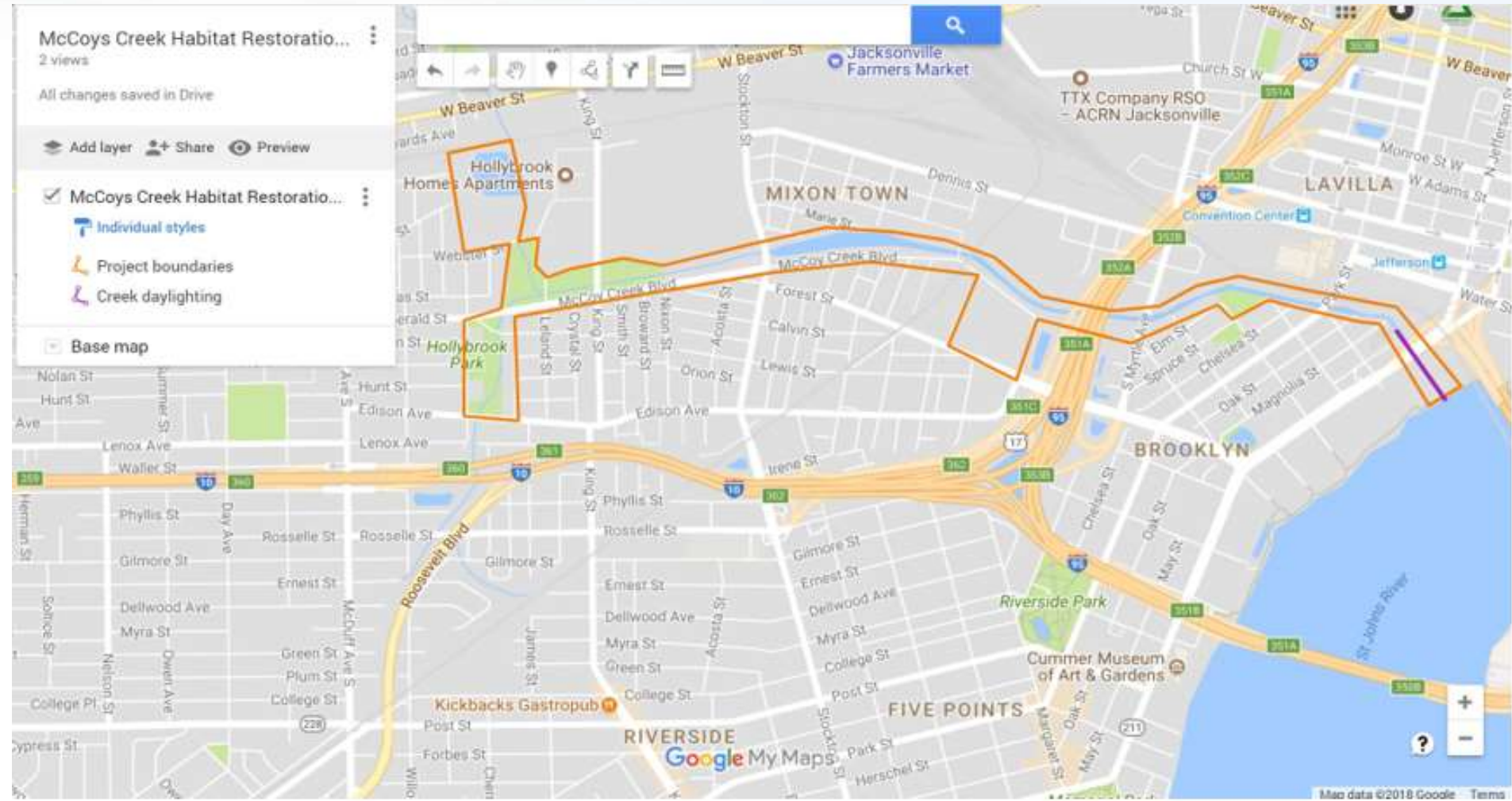


# TRAIL BENEFITS

- Recreation
- Health & Wellbeing
- Economic Development
- Mobility
- Neighborhood Revitalization
- Social Connectivity



# MCCOYS CREEK



# NORTH RIVERSIDE/ MIXON TOWN





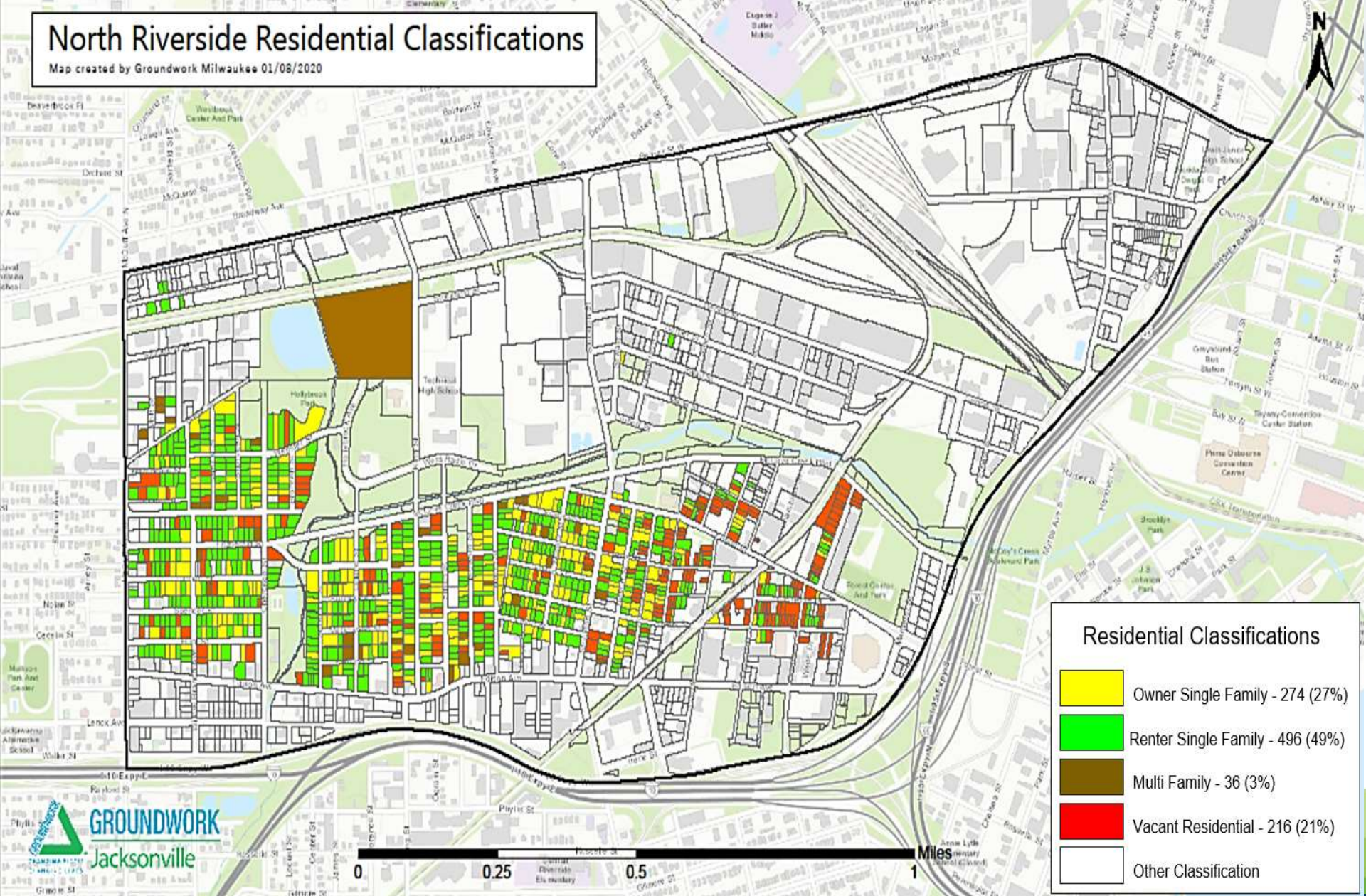
# NEIGHBORHOOD DEMOGRAPHICS

- 78% African American/Black
- \$20,446 median household income
- 48.2% living below the poverty line
- 16.7% unemployment
- 61.9% renter occupied housing units



# North Riverside Residential Classifications

Map created by Groundwork Milwaukee 01/08/2020



# HOUSING AND POPULATION

North Riverside Housing	1980	1990	2000	2017
Total Housing Units	1,971	1,787	1700	1,692
Homeowners	1,020	777	720	509
Renters	745	722	739	681
Vacant	206	288	241	502

1980

• 5,559

1990

• 4,648

2000

• 4,475

2018

• 3,495



# MCCOYS CREEK





# AFTER NORMAL STORM





# LITTER





# 40 ACRE PARK – 1 PLAYGROUND



# MCCOYS CREEK RESTORATION PROJECT

- Reduce Flooding
- Improve Water Quality
- Create Habitat for Fish & Wildlife
- Create Access
- Ecologically-sensitive Recreation



# NEIGHBORHOOD PARTNERS

- Engagement
- Community Leadership/Stewardship Training
- Equity Plan Development
- Future Workforce
- Partners

Gloria McNair





# CREATE A COMMUNITY ASSET

# NEIGHBORHOOD SURVEY

11. What do you like LEAST about your neighborhood?  
Flooding

12. Do you feel safe in your neighborhood? Yes ☒ No ☐  
a. If you answered no, please explain why?

13. Do you have access to healthy and affordable food for you and your family?  
a. Yes ☒ No ☐  
b. If no, please explain.

14. What is your neighborhood's greatest strength?  
The community

15. Where do people gather in your community?  
The Gym The Warehouse

16. Where do you get information about your neighborhood (i.e. friends, community bulletin board)?  
Facebook

17. How do you contribute to the community?  
Picking up trash

18. What are your unique skills/talents?  
Reading, being a debater

19. What is your age? (check one)  
☐ Under 12 years old  
☐ 12-17 years old  
☒ 18-24 years old  
☐ 25-34 years old  
☐ 35-44 years old  
☐ 45-54 years old  
☐ 55-64 years old  
☐ 65-74 years old  
☐ 75 years or older

20. What outdoor activities do you enjoy in your neighborhood? (i.e. walking, biking) Walking, playing ball

21. What outdoor activities would you like to have in your neighborhood? (i.e. walking routes, tennis) Tennis

22. What activities would you like to have at McCoys Creek?  
Parties

23. What activities, if any, do you enjoy at McCoys Creek today?  
None



# MCCOYS CREEK FEST!



Groundwork Jacksonville invites you to...

## MCCOYS CREEK FEST!

FOOD | MUSIC | FAMILY ENTERTAINMENT

Join us to learn more about our great Jacksonville resource McCoy's Creek. Hear from local experts about the History, Ecology and Restoration of McCoy's Creek. At the Festival, restoration alternatives will be presented by the McCoy's Creek design team. We want to hear feedback from you!

### SAVE THE DATE

Saturday, November 10th  
11AM - 2PM

McCoy's Creek Blvd between King and  
Stockton Streets.

For any question please call: 904-633-8117











## WHAT WE HEARD...

- MULTIPLE FISHING OPPORTUNITIES THROUGHOUT CREEK
- PICNIC / GRILLING
- HABITAT
- SEATING AND SHADE
- PUBLIC RESTROOMS
- OUTDOOR LEARNING SPACE
- FITNESS STATIONS
- ACTIVE RECREATION - BASKETBALL, TENNIS
- COMMUNITY GARDENS
- PLAYGROUNDS FOR ALL AGES
- POLLINATOR GARDENS



# WHAT ELSE WE HEARD

- Leadership
- Mentorship
- Improve Neighborhood
- Soft Skills
- Jobs
- Littering/Environmental Health





### Community Restoration Environmental Stewardship Training (CREST)

During community engagement meetings, the residents of the McCoys Creek showed a strong interest in leadership, career and educational opportunities for youth and adults. In response to this feedback CREST was conceived and designed to help residents and other stakeholders of the community achieve some of their goals around personal and community growth. **This is a program for adults and youth who are at least 13 years old.** Think you may be a good candidate. Consider the following questions.

- Are you interested in being a leader in your community?
- Do you love North Riverside/Mixon Town?
- Are you interested in being a mentor?
- Would you like to have a mentor?
- Do you want to advocate for environmental justice?
- Are you interested in learning about environmental science?

**If your answer is yes to any one of these questions, CREST is a program for you.**

#### What should you expect from the training?

- CREST members meet two times per month on Saturdays. Sessions last 2 hours.
- There is once monthly **interactive** classroom time that provides information about McCoys Creek water, native plant, fish and animal life, air quality, leadership principles and advocacy.
- There is also once monthly outdoor activities such as bird watching, creek and community clean-ups.
- Three local field trips to areas of environmental conservation interest.
- The opportunity to speak with elected officials about your community concerns.
- Learn to use the shared information to help others in your community

#### Other information of interest?

- Six adult CREST members will have the opportunity to train and work as **PAID** Water Quality Technicians with the City of Jacksonville (COJ) Environmental Quality Division.
- Teen CREST members can receive volunteer credit needed for school
- **All** CREST members will receive a small stipend for helping with McCoys Creek clean-up and maintenance activities.

# CREST FOCUS GROUP



- St. Johns Riverkeeper
- Water Management District
- Zoo
- Audubon Society
- City of Jacksonville
- University of FL



# CREST

- Multi-generational
- Classroom
- Field Trips
- Lead
- Training/Job



# RESIDENT CONCERNS

- Displacement
- Home Repair
- Unemployment/Underemployment
- Safety-abandoned homes
- Lack of fresh fruits, vegetables and meat



**50-year tradition**

# EQUITY PLANNING

- Residents are not displaced
- Reap benefits of our work
- Shared prosperity
- Resident ownership
- Partnerships





# EQUITY PLANNING-THE PROCESS

- Engagement
- Training
- Steering Committee
- Resident/Stakeholder led vision
- Plan
- Partnerships/Ownership



# NORTH RIVERSIDE VISION

- **Economic Opportunity**
- **Housing**
- **History & Culture**
- **Environmental Stewardship**
- **Nutrition**
- **Youth**
- **Safety**





# EQUITY PLANNING-NEXT STEPS

- Develop the Plan
  - Housing is top concern
    - Home Repair Program
    - Affordable Housing
    - Homeownership
- Find the right Partners
  - LISC
- Implement the Plan
- Emerald Trail Stewards





# CONNECT WITH US

- Visit our website [groundworkjacksonville.org](http://groundworkjacksonville.org)
- Host an Informational Event for Your Business/Group
- Follow/Share @GroundworkJax   

Contact: Kay Ehas, CEO | 904.401.0453 | [Kay@GroundworkJacksonville.org](mailto:Kay@GroundworkJacksonville.org)

Gloria McNair | 904.472.7167 | [Gloria@GroundworkJacksonville.org](mailto:Gloria@GroundworkJacksonville.org)

*Groundwork Jacksonville, Inc., is the city's nonprofit partner in building the Emerald Trail and restoring McCoys Creek and Hogans Creek. Groundwork was formed in 2014 as a partnership between the City, the US National Park Service, the US Environmental Protection Agency and Groundwork USA. Groundwork is one of only 21 Trusts across the country and the only Trust in Florida.*

