Elevating Community Identity: How can we mitigate green gentrification?
10-Minute Walk Community of Practice
April 13, 2023

Dr. Lauren Mullenbach, PhD – Oklahoma University
Šárka Volejníková - Trust for Public Land
Maya Rodgers – Blue Greenway Initiative
What does your city commit to for equitable community development?

https://pollev.com/christinajan159
Agenda

Welcome
• What can we do about green gentrification?

Speakers:
Dr. Lauren Mullenbach, PhD- University of Oklahoma
• Q&A
Šárka Volejníková – TPL
Maya Rodgers – Blue Greenway Initiative
• Q&A

Breakout groups
Community Relationships:
How can parks mitigate polarization? And why should they?

Highlights from February CoP
Ensure representative leadership
Host creative planning events
Culturally relevant engagement

PUBLIC SPACE STRATEGIES

IDENTITY
Place attachment
Social bridging
Sense of community

RELATIONSHIPS

COMMUNITY OUTCOMES

The Community Framework
Ensure representative leadership
Host creative planning events
Culturally relevant engagement

Public Space Strategies

POWER

IDENTITY
Place attachment
Social bridging

RELATIONSHIPS

You’re here!
Last session.

Community Outcomes

The Community Framework

JUNE 6 CoP!
Key questions

What are the drivers of green gentrification?

What does resistance to green gentrification look like?

How can parks organizations be a part of the solution (and part of the problem)?
Introducing:

Dr. Lauren Mullenbach
Green Gentrification

- Neighborhood transformation
- Power-laden process

Park poor area → New park → Property value increases → Priced out/Displaced
Intentional Design
Bartram’s Garden
Philadelphia, PA

Community Engagement

Bartram’s Garden is Southwest Philly’s backyard
Questions for Lauren?
Introducing:

Šárka Volejníková
INDIA BASIN
WATERFRONT PARK PROJECT
SAN FRANCISCO PARKS

220 PARKS / 6,165 ACRES CITY-WIDE

PARK DISTRIBUTION / NEIGHBORHOODS OF LOW INCOME AND PEOPLE OF COLOR
EDP Goals

- Support the development of the India Basin Waterfront Parks designed in partnership with the Bayview-Hunters Point community
- Prevent further displacement of the Black community living and working in Bayview-Hunters Point
- Acknowledge and correct historic and systemic environmental injustices within Bayview-Hunters Point
- Provide sustained resources that support and guide ongoing community organizing, capacity-building, and decision-making efforts within the area
- Leverage the Park as a catalyst for environmental remediation and regeneration

EDP Areas of Focus

- Arts, Culture & Identity
- Workforce & Business Development
- Connectivity, Transit, Access & Safety
- Healthy Communities & Ecology
- Youth Opportunities
- Housing Security
Priorities for Park Development

- Create inspiring and amenity-rich waterfront parks that build community capacity and are reflective of the Bayview community.
- Address decades of environmental contamination from boat building and repair activities.
- Create a resilient, healthy and adaptive shoreline and community.

Proposed Programming

- Art & Culture Spaces
- Community Spaces
- Food Pavilion
- Fitness Stations
- Picnic Areas
- Playgrounds
- Sports & Play Areas
- Shoreline Access
- Boating & Fishing
- Wildlife Habitat
HIGHLIGHT FEATURES

SHIPWRIGHT'S COTTAGE

FOOD PAVILION

MAKER / EVENT SPACE

KAYAK LAUNCH

900 INNES:
PHASE 1 – REMEDIATION COMPLETED 2022
PHASE 2 – CONSTRUCTION 2023-2024

SHORELINE PARK:
PHASE 3 – CONSTRUCTION 2024-2026
**Budget and Fundraising Update**

**India Basin Waterfront Park**
Projected Budget $199,800,000

**Funding Secured: $138,719,978**
- Public Funding: $108,177,978
- Private Funding: $30,542,000

**Phase 1: Remediation**
- Cost: $16,500,000
- Private Funding Left to Raise: $44,458,000

**Phase 2: South Side Construction**
- Cost: $71,600,000
- Public Funding Left to Raise: $16,662,022

**Phase 3: North Side Construction**
- Cost: $78,700,000

**Equitable Development Plan - Implementation**
- $15,000,000

**Initiative Administration**
- $5,000,000

**Project Design**
- $13,000,000

**India Basin Waterfront Park**
Projected Budget $199,800,000
Introducing:

Maya Rodgers
Maya Rodgers
MayaR@sfparksalliance.org
Coming up

• April 19 – TPL Park Bench Chat: Heroism Starts at Home
  • Moderated by Cary Simmons
• June 6- CoP: Building community power and capacity
• July 13- CoP: Closing session
Breakout Groups (30 minutes)

Questions

1. What is the discussion, or lack thereof, around green gentrification in your dept or city?
   1a) Does the conversation center around specific communities, demographics, or identities?
   For cities in the context of shrinking population- how are parks used to attract and retain residents?

2. What are ways you are partnering to prevent inequitable community development?
   2a) Are there policies or language that helps you work in this way?

3. What are strategies for sustaining resident engagement during long-term capital projects
Stay in touch!

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10-Minute Walk