



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



Highlights from February CoP

Community Relationships:

How can parks mitigate polarization?

And why should they?

The Community Framework

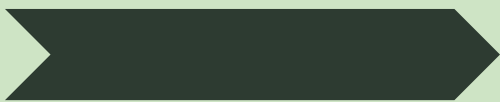
POWER



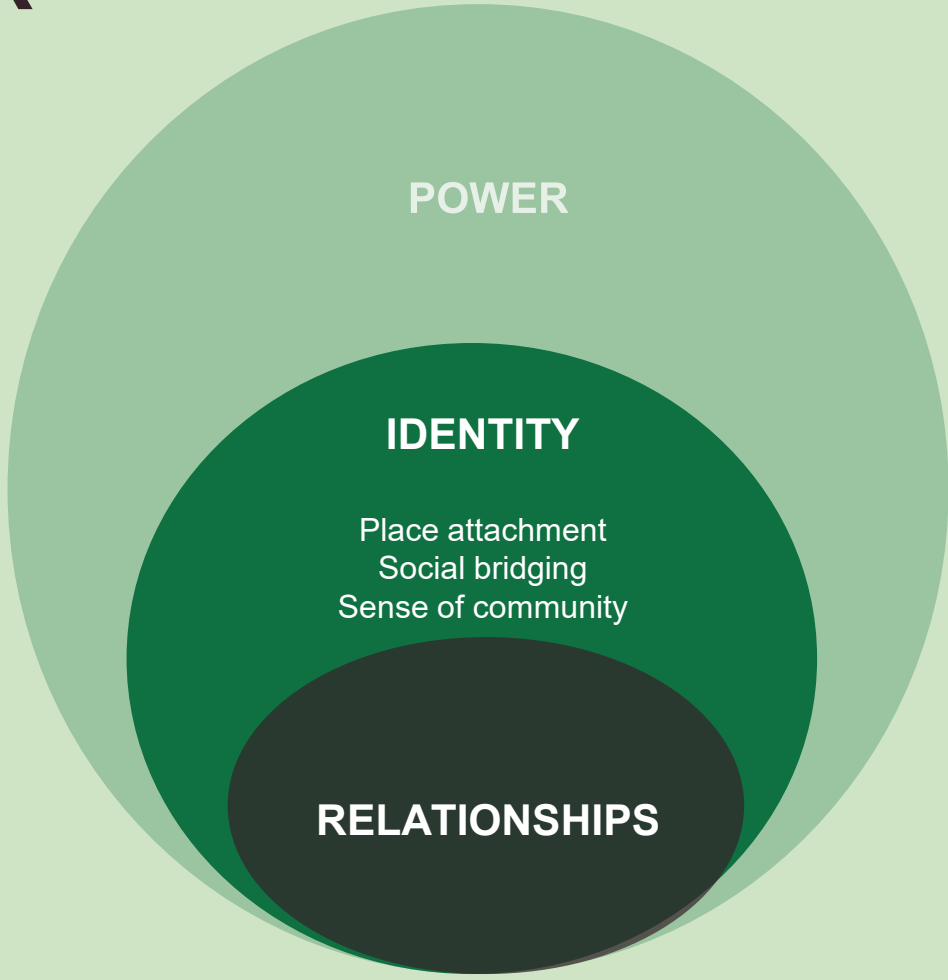
Ensure representative leadership
Host creative planning events
Culturally relevant engagement



RELATIONSHIPS



Public Space Strategies



Community Outcomes

The Community Framework

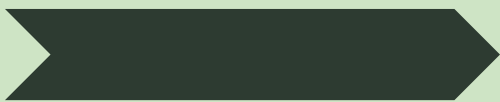
POWER



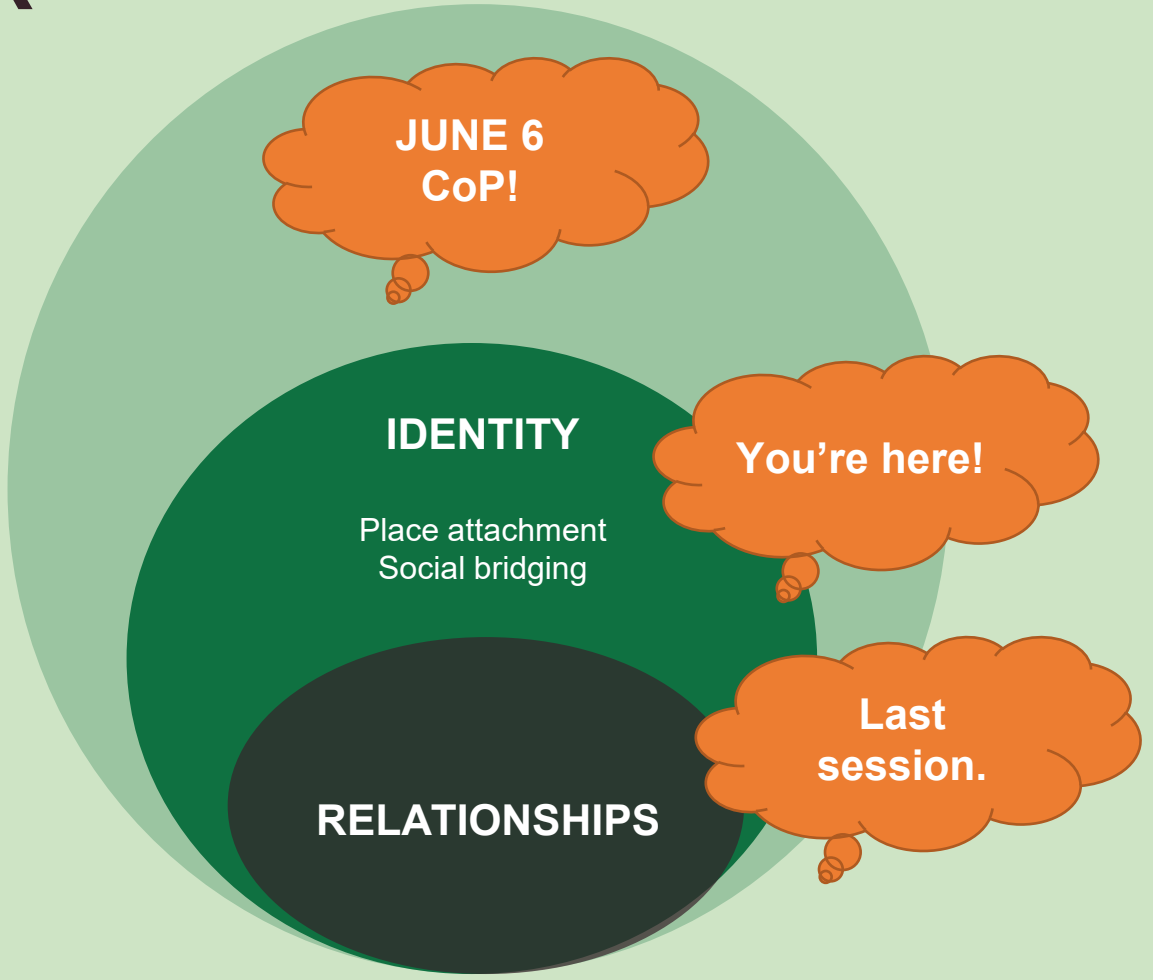
Ensure representative leadership
Host creative planning events
Culturally relevant engagement



RELATIONSHIPS



Public Space Strategies



Community Outcomes

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)?



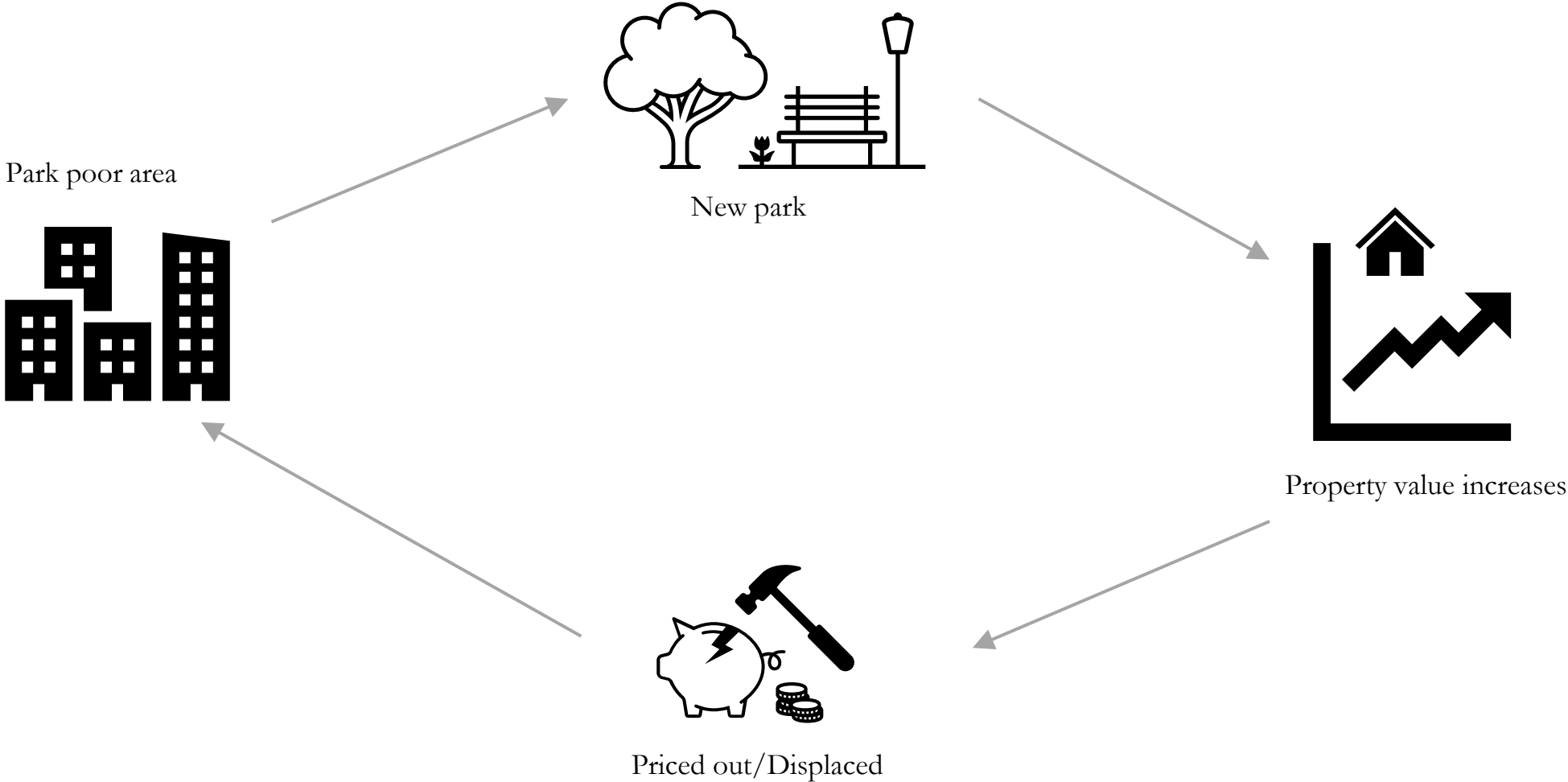
Introducing:

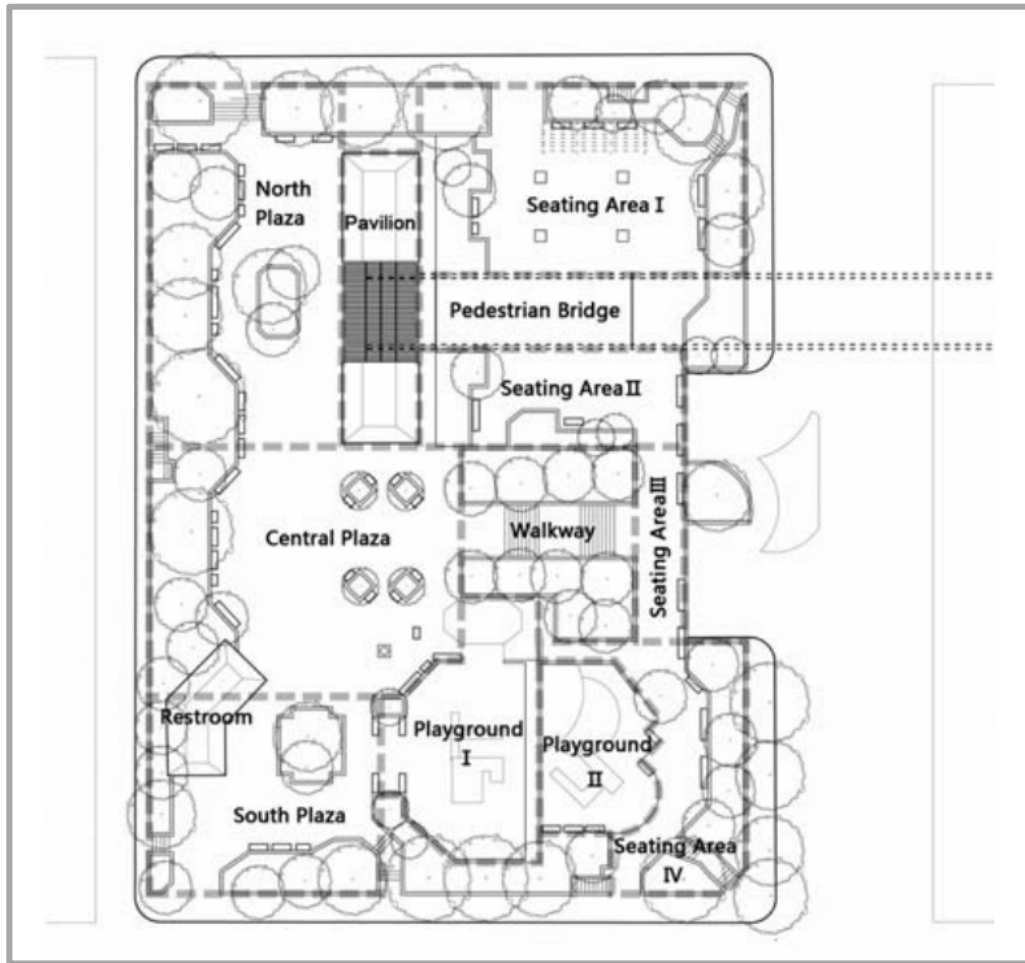
**Dr. Lauren
Mullenbach**



Green Gentrification

- Neighborhood transformation
- Power-laden process





Intentional
Design



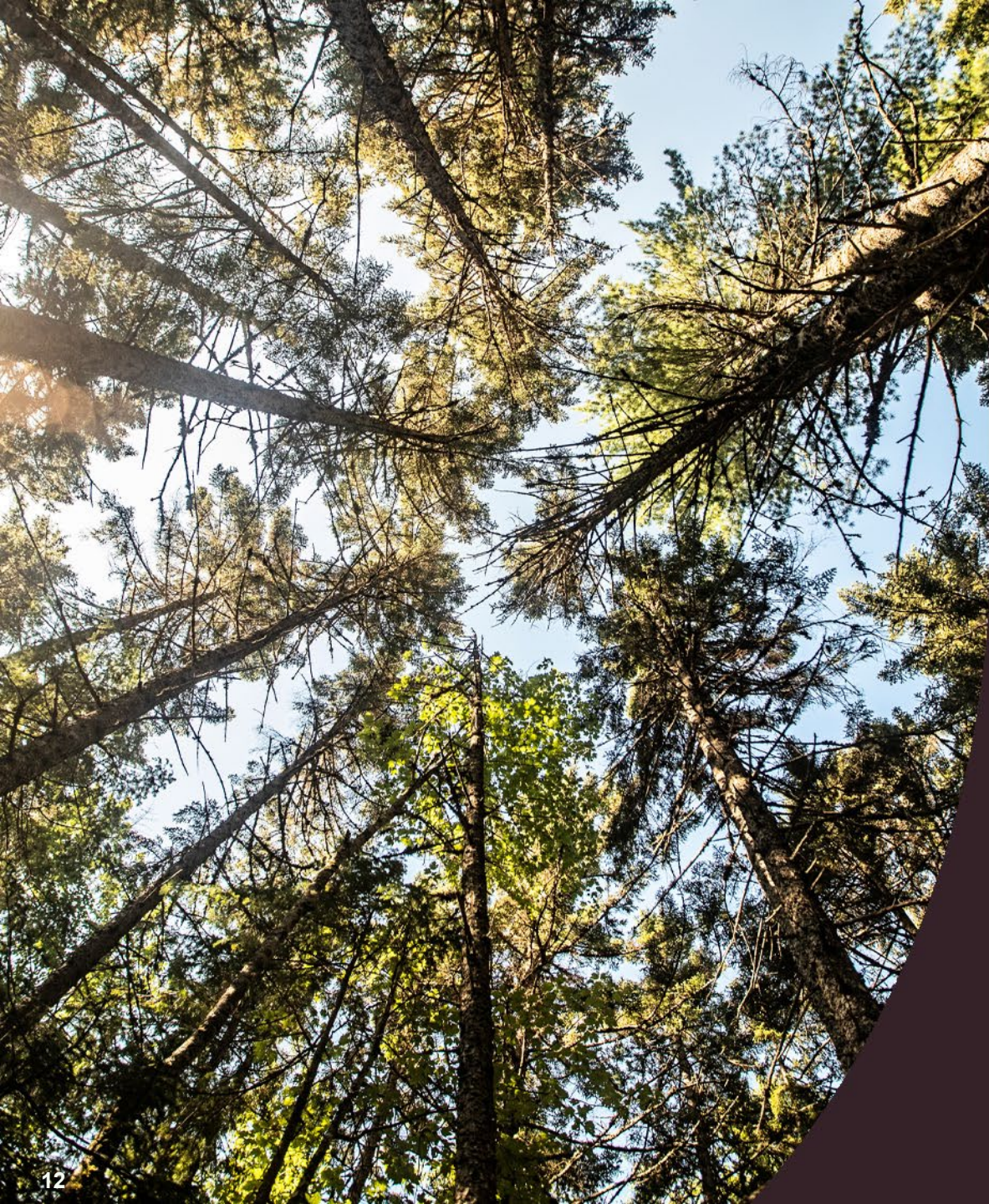


Bartram's Garden
Philadelphia, PA

Community
Engagement

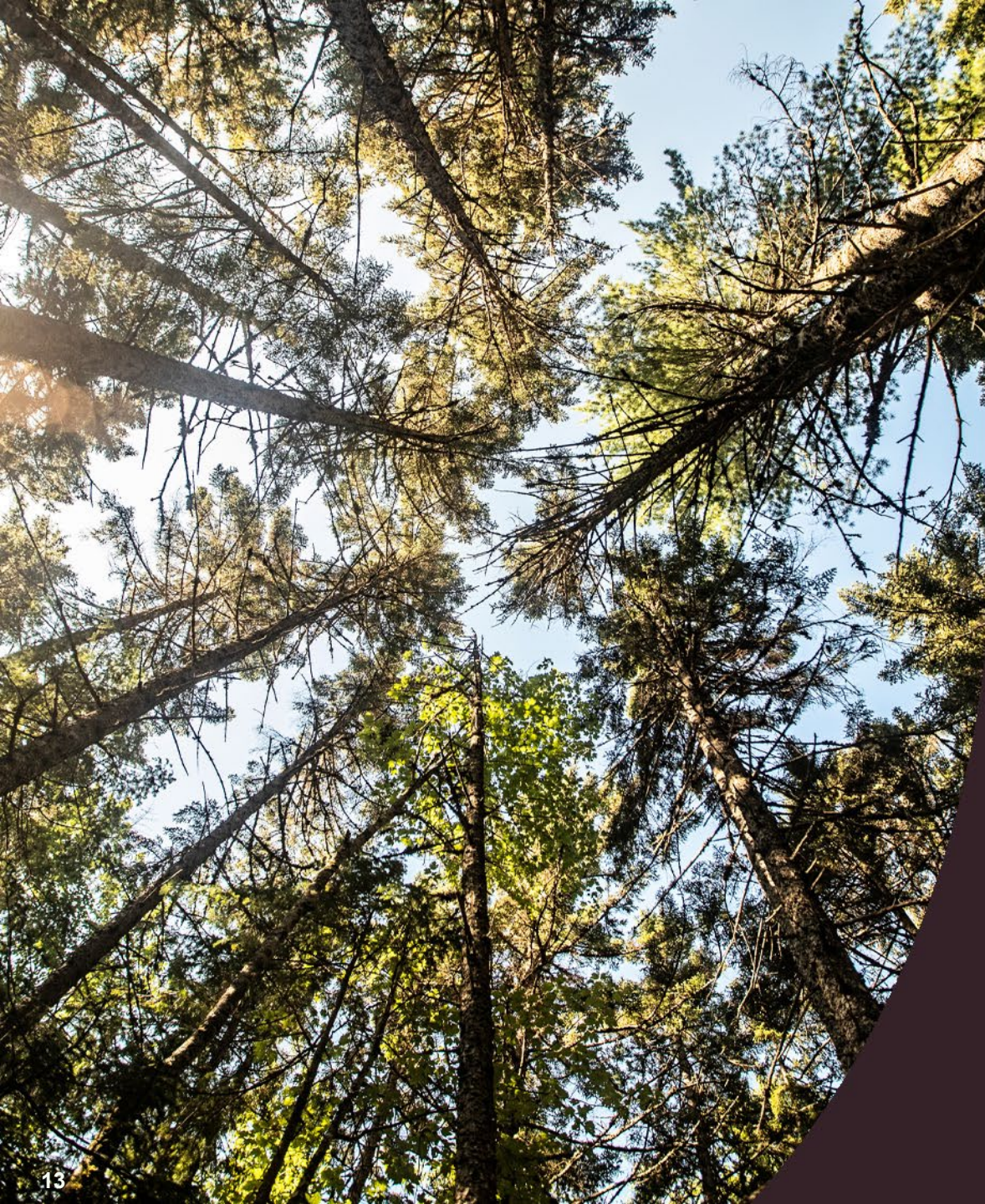


Bartram's Garden is Southwest Philly's backyard



Questions for Lauren?





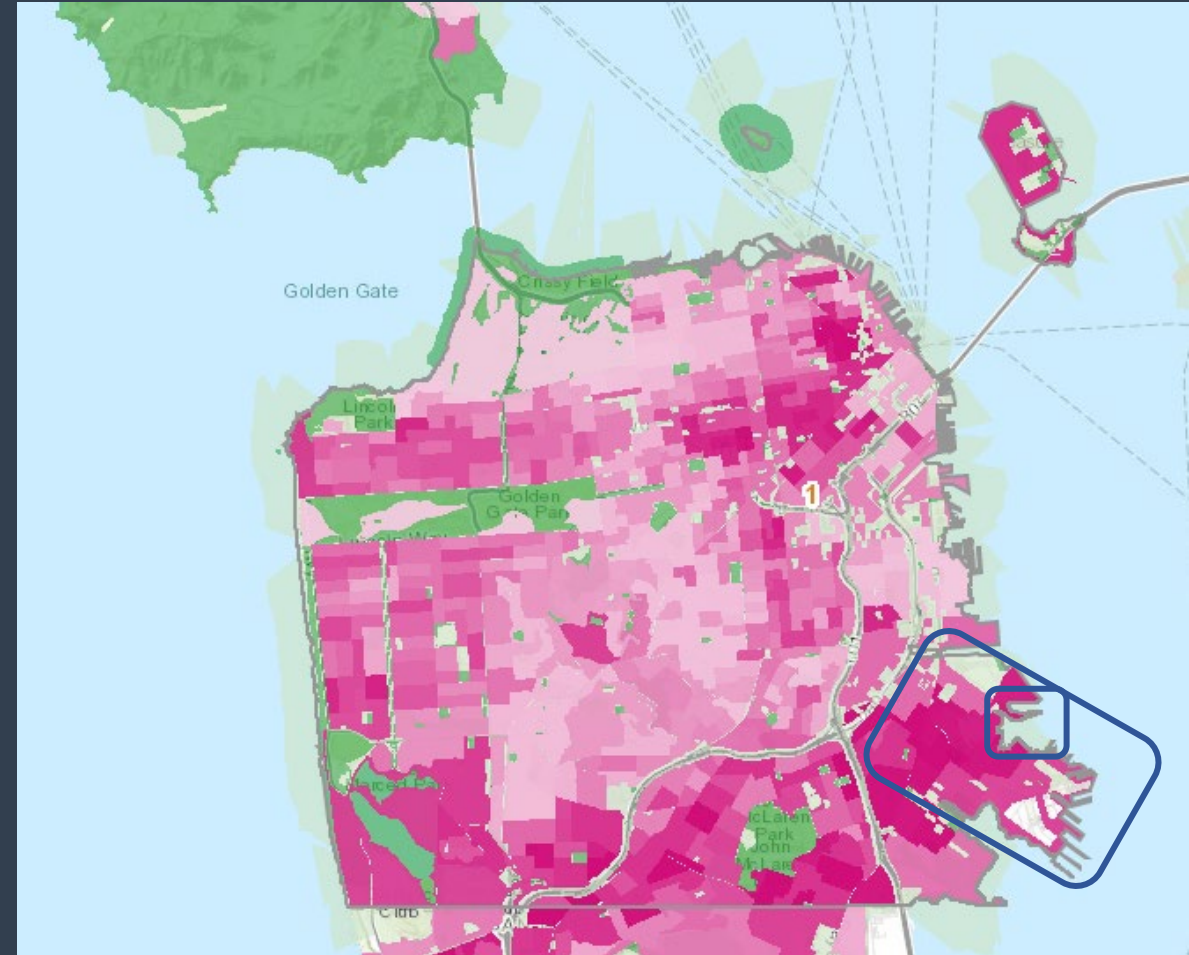
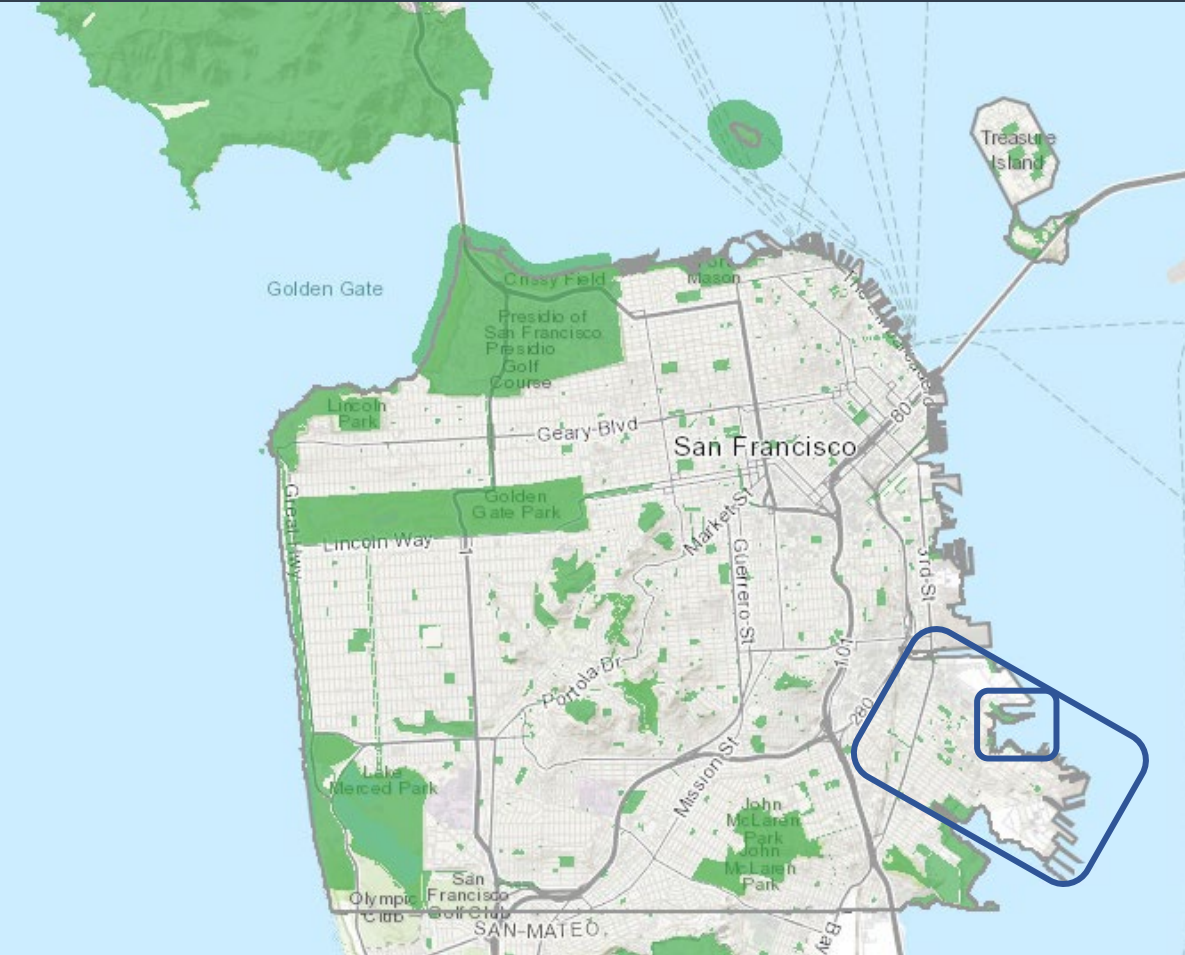
Introducing:

Šárka Volejníková

INDIA BASIN WATERFRONT PARK PROJECT



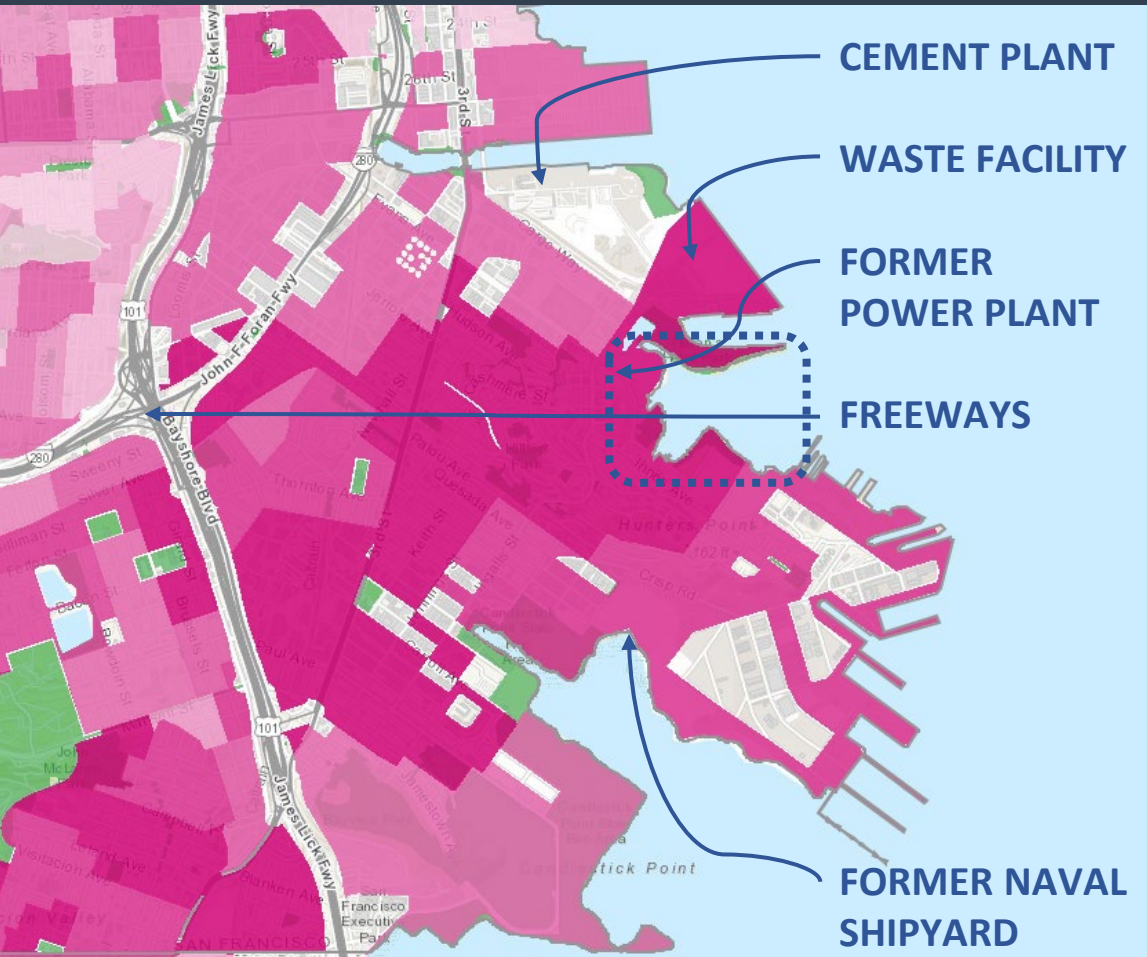
SAN FRANCISCO PARKS



220 PARKS / 6,165 ACRES CITY-WIDE

PARK DISTRIBUTION / NEIGHBORHOODS OF LOW INCOME AND PEOPLE OF COLOR

BAYVIEW / HUNTERS POINT / INDIA BASIN



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



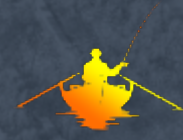
Playgrounds



Sports &
Play Areas



Shoreline
Access



Boating &
Fishing



Wildlife
Habitat

HIGHLIGHT FEATURES



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



SHIPWRIGHT'S COTTAGE



FOOD PAVILION



MAKER / EVENT SPACE



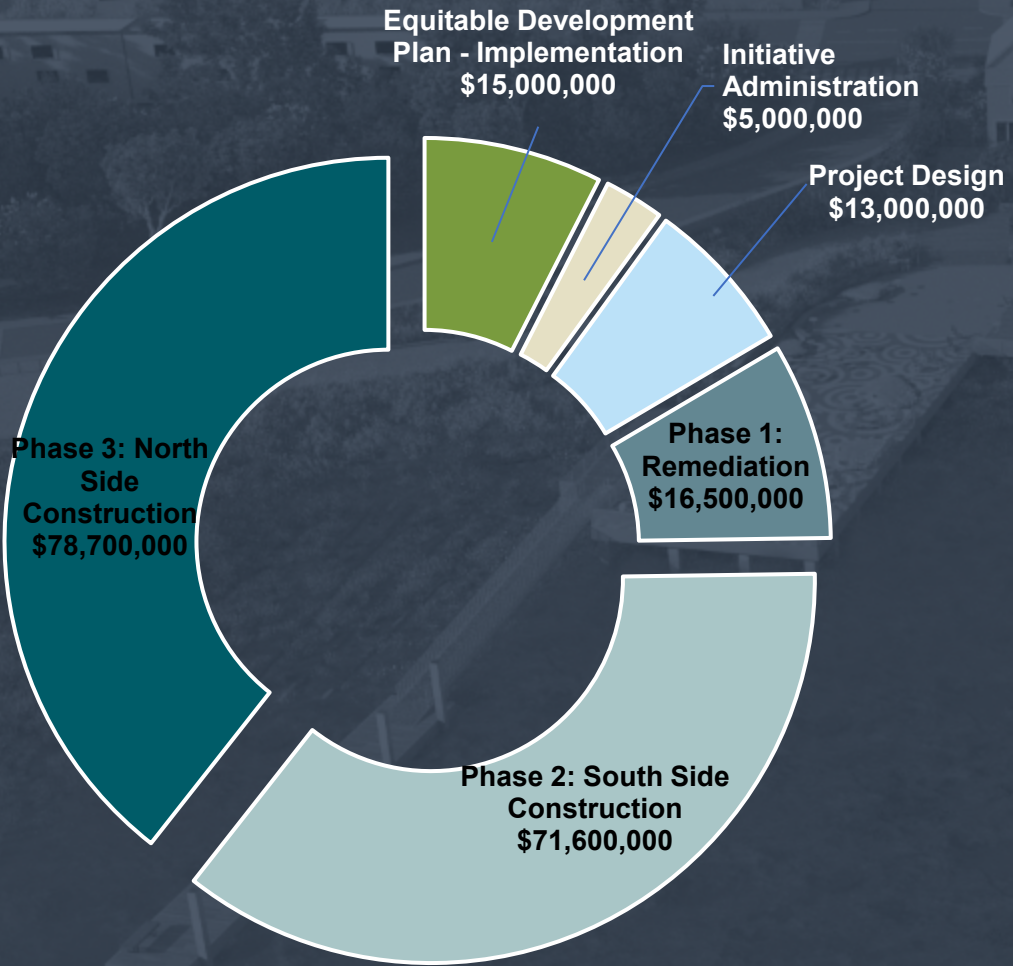
KAYAK LAUNCH



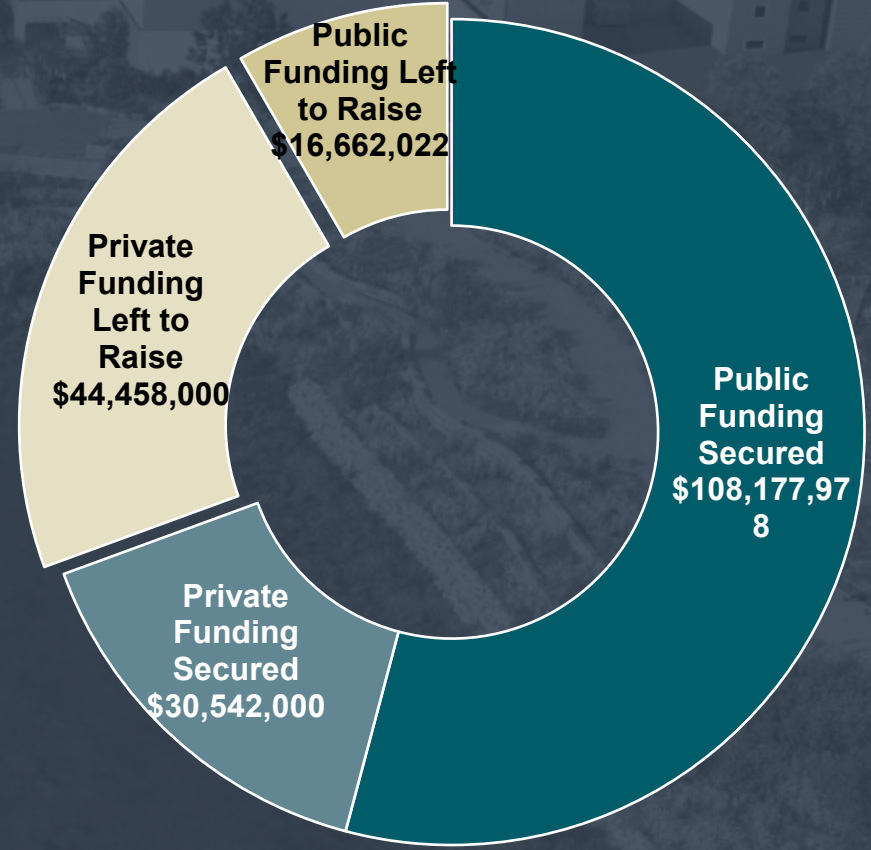
SHORELINE PARK:
PHASE 3 – CONSTRUCTION 2024-2026

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





Introducing:

Maya Rodgers



Maya Rodgers

HYPE COURT MURAL
India Basin Waterfront Park





















Arts, Culture &
Identity



Youth
Opportunities



Housing
Security



Transportation,
Access &
Connectivity



Workforce &
Business
Development

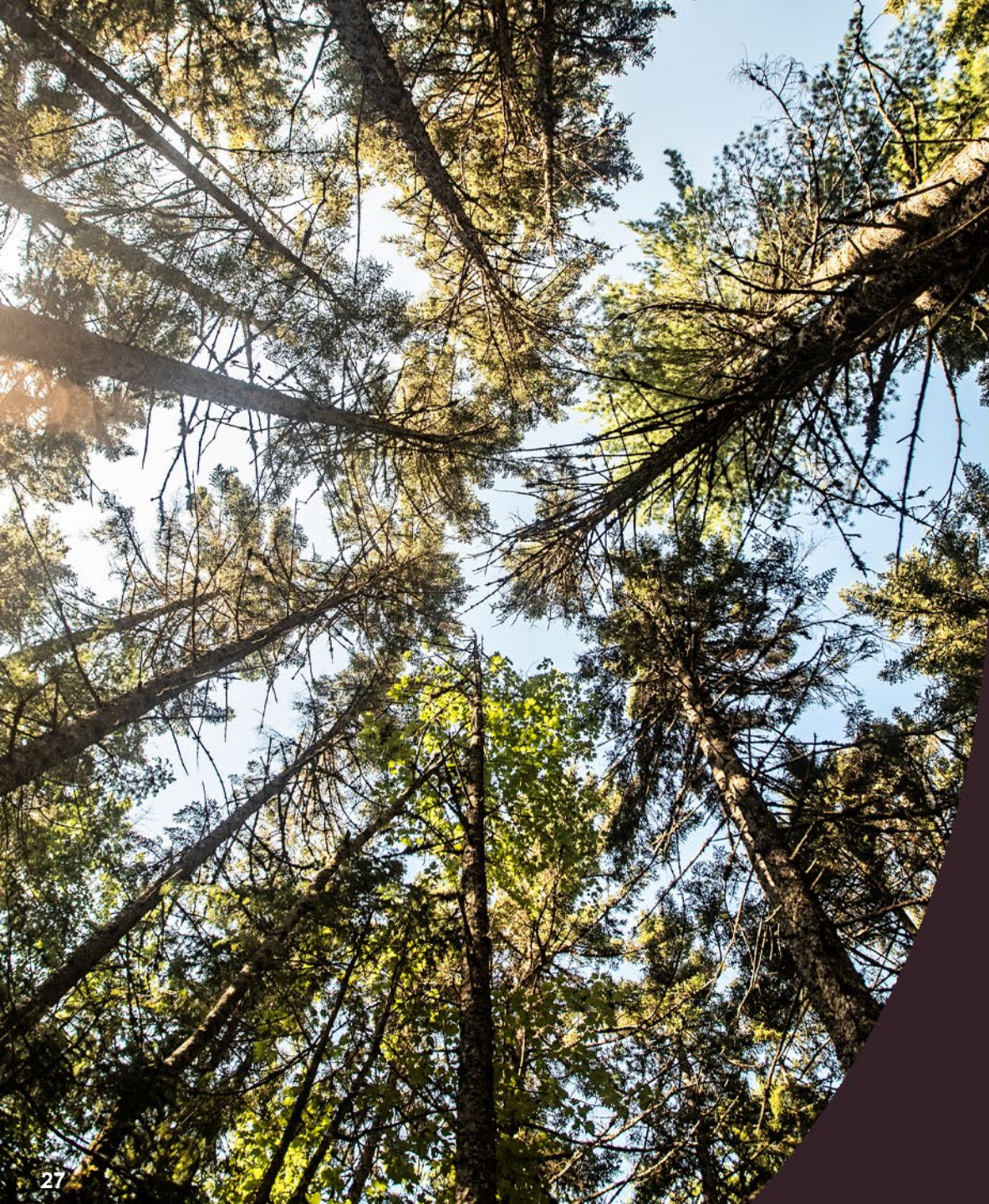


Healthy
Communities &
Ecology



Maya Rodgers
MayaR@sfparksalliance.org





Q&A with Panel



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!

Cary.Simmons@tpl.org

Trust for Public Land
Director of Community Strategies

Geneva.Vest@tpl.org

Trust for Public Land
Program Manager of Community Strategies

Christina.Jang@tpl.org

Trust for Public Land
Senior Program Manager of Technical Assistance
10-Minute Walk