



EMERALD T R A I L

RECREATION | TRANSPORTATION | REVITALIZATION | DESTINATION | SOCIALIZATION | BEAUTIFICATION



GROUNDWORK JACKSONVILLE

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

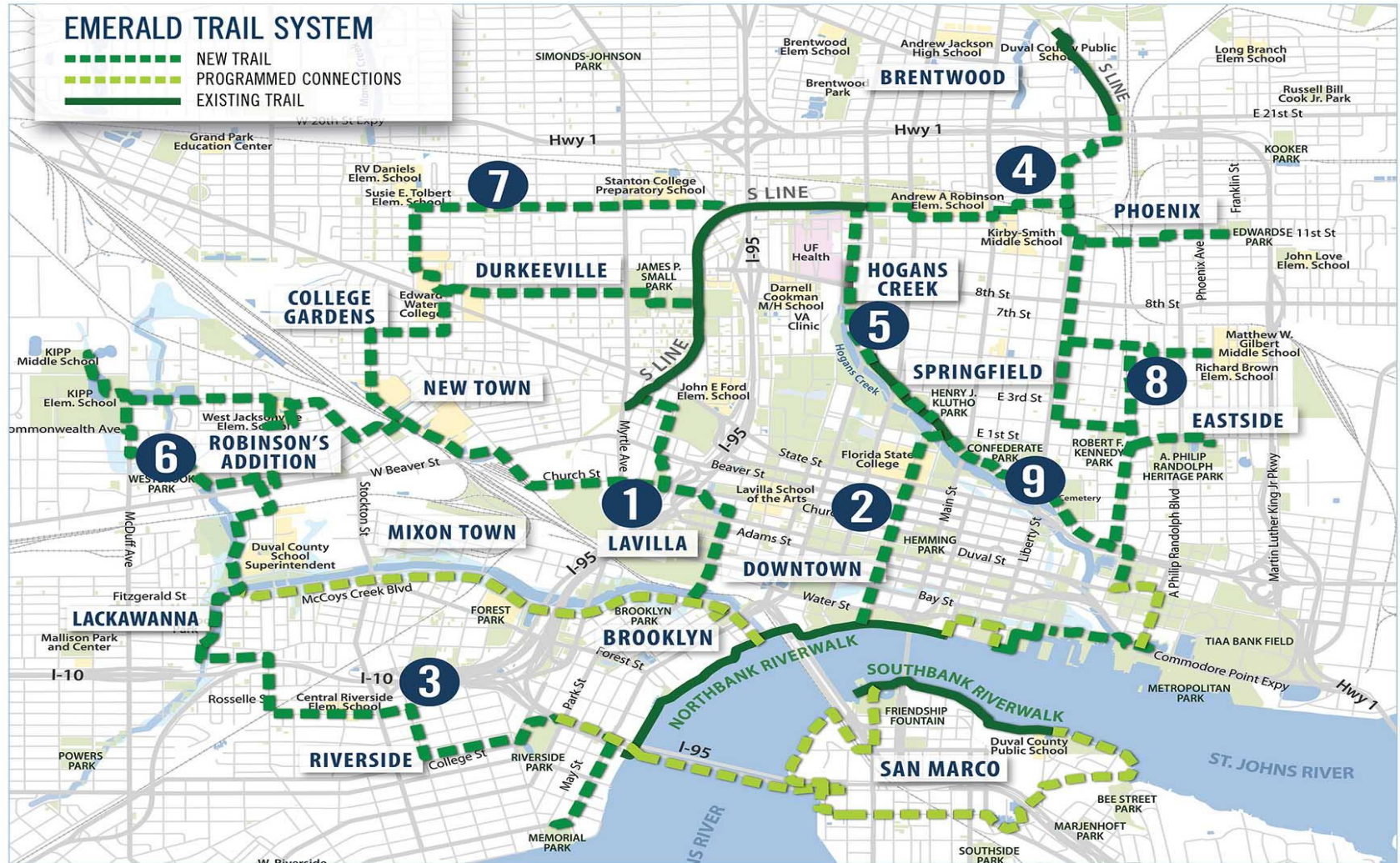


MISSION & PURPOSE

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



EMERALD TRAIL

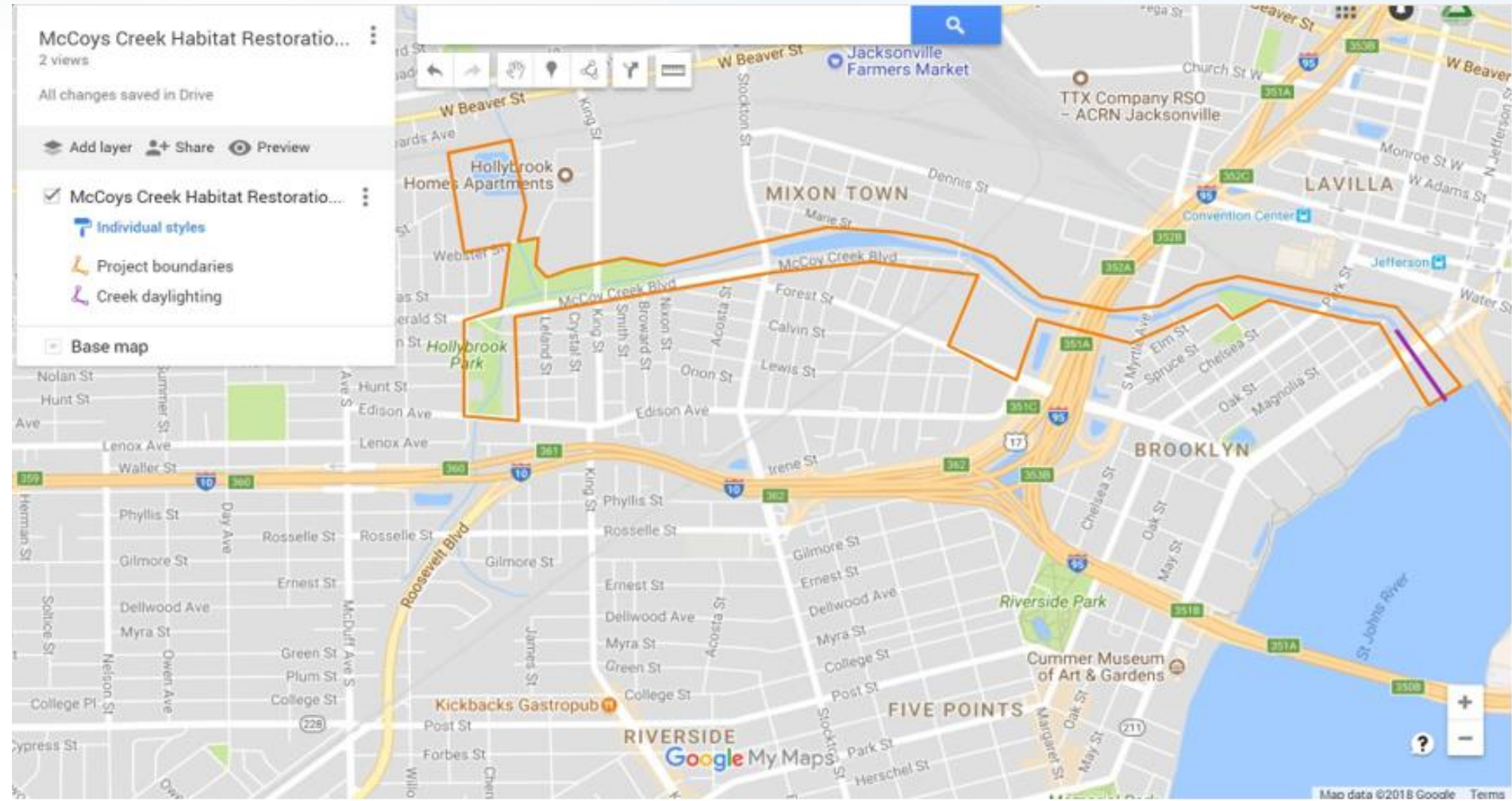


TRAIL BENEFITS

- 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% living below the poverty line
- 17% unemployment
- 62% renter occupied housing units



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





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 + Hillebrack
16. Where do you get information about your neighborhood (i.e. friends, community bulletin board)?
Hillebrack
17. How do you contribute to the community?
Picking up trash
18. What are your unique skills/talents?
Reading, being a advocate
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?
partys
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







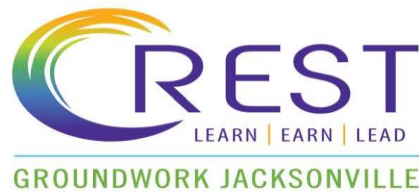
WHAT WE HEARD...

- **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.

Community Restoration Environmental Stewardship Training Focus Group



- St. Johns Riverkeeper
- Water Management District
- Zoo & Gardens
- Audubon Society
- City of Jacksonville
- University of Florida – Extension Office

CREST

- Inter-generational
- Environmental Education
- Field Trips
- Leadership
- 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
- Community-led Vision
- Plan
- Partnerships/Ownership



NORTH RIVERSIDE VISION

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



EQUITY PLANNING-NEXT STEPS

- Developed Equity Action Plan
 - Housing is top concern
 - Home Repair Program
 - Affordable Housing
 - Homeownership
- Identify Partners
 - LISC Jax
- Implement the Plan
- Emerald Trail Stewards



A Design Success Story



Retention Pond on McCoys Creek Blvd



Broward Pond “Community Living Room” Concept



Broward Pond “Community Living Room” May 2022



EMERALD TRAIL STEWARDS

Groundwork Jacksonville employees
Trail and creek maintenance
Green infrastructure implementation



Thank you!

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