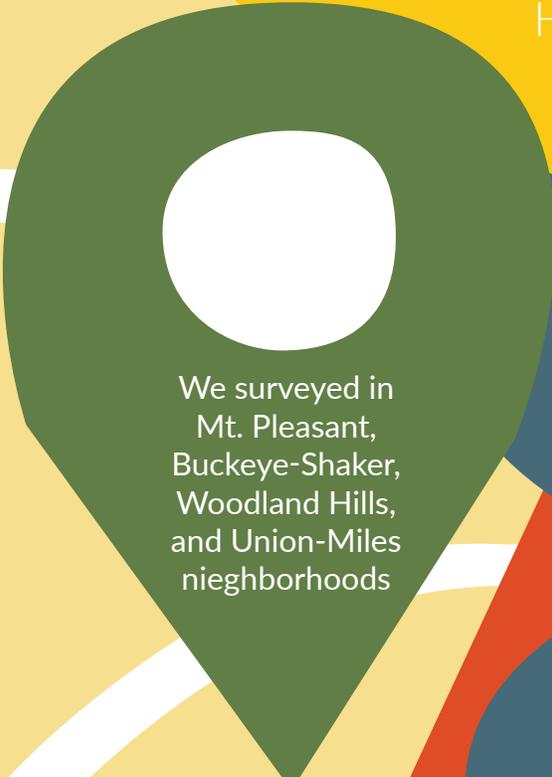


Ground Work

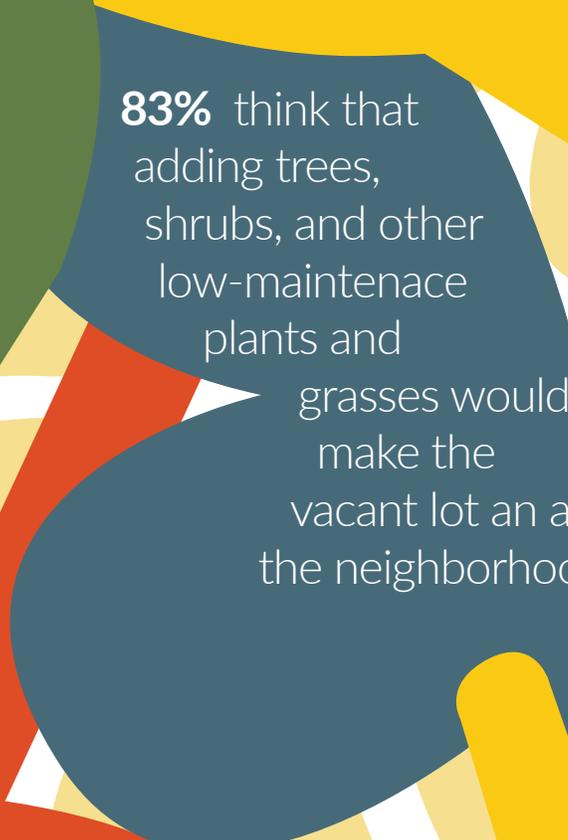
NEIGHBORHOOD SURVEY RESULTS

We spoke with 42 Cleveland residents about vacant land near their homes.

Here's what we learned:

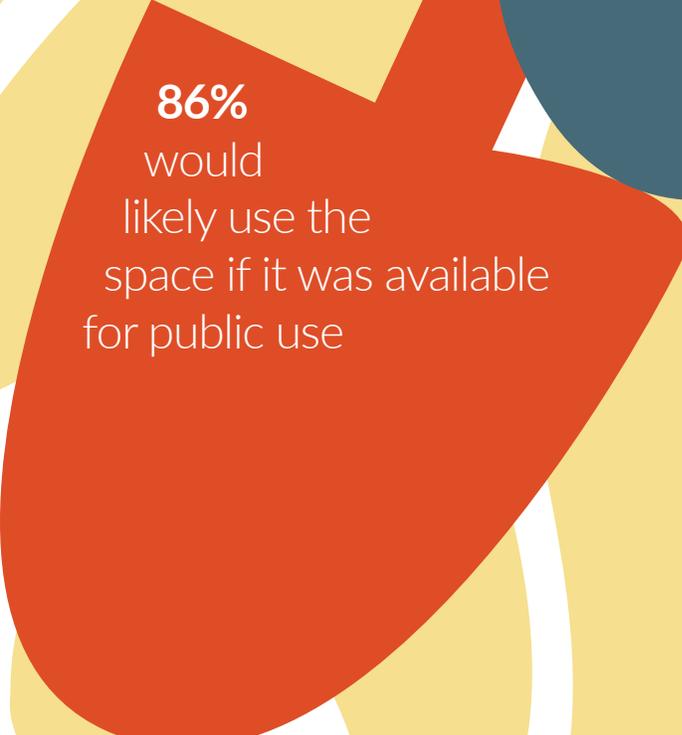


We surveyed in Mt. Pleasant, Buckeye-Shaker, Woodland Hills, and Union-Miles neighborhoods



83% think that adding trees, shrubs, and other low-maintenance plants and

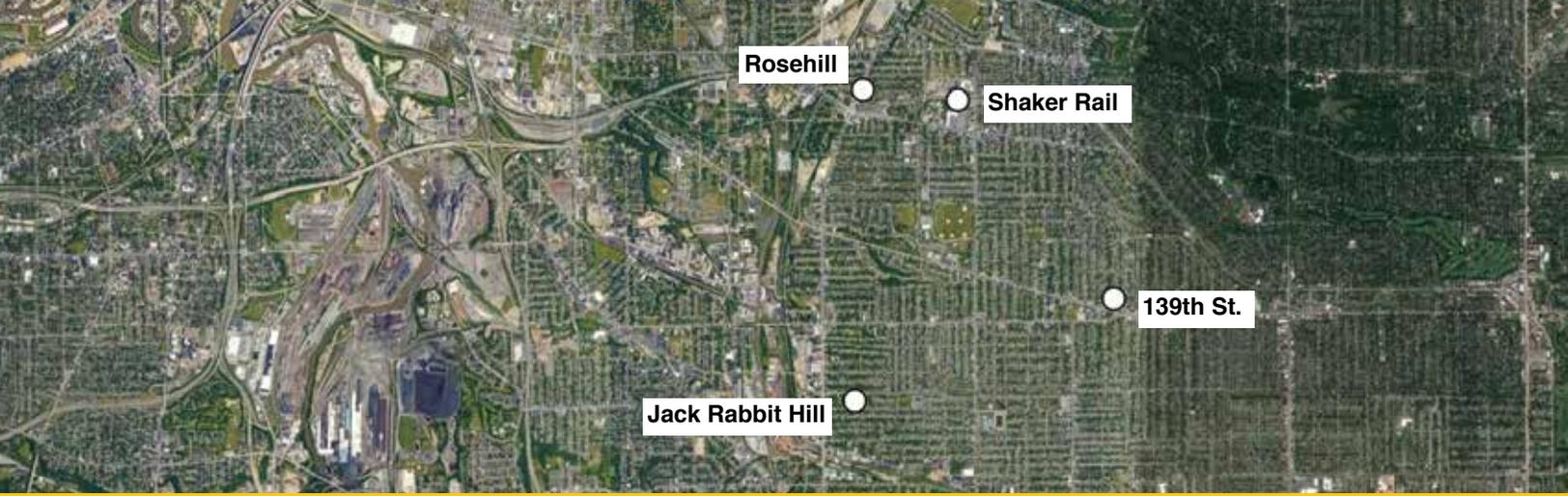
grasses would make the vacant lot an asset for the neighborhood



86% would likely use the space if it was available for public use



Two out of three residents have interests in working together to make improvements to their neighborhood



Over the past decade Western Reserve Land Conservancy (WRLC) has been involved in property inventories, demolition of abandoned structures, and planting trees in an effort to revitalize neighborhoods in transition. However, there is a tremendous need to remediate and revitalize the thousands of vacant lots that the demolition of these structures has left behind.

This summer, WRLC began connecting with residents and having discussions surrounding vacant land usage as part of its Ground Work initiative to address this very issue.

Ground Work, an effort through WRLC's Thriving Communities program, focuses on investing in aesthetically and ecologically improving vacant spaces with low-maintenance and low-cost clean-ups and greening interventions as a way to transform vacant land into personal, practical, and beautiful green spaces.

A major aim of Ground Work is to ensure residents are heard at the beginning of the process and their thoughts aid in steering each Ground Work project.

This fall, Western Reserve Land Conservancy plans to complete four Ground Work projects in the Mt. Pleasant, Buckeye-Shaker, Woodland Hills, and Union-Miles neighborhoods. Funding from the Cleveland Foundation through **Common Ground** was used to create the engagement materials used to facilitate one-on-one, socially distant conversations with residents in these neighborhoods.

After engaging with 42 residents, we have learned:

- 92% of residents feel that improving vacant lots would add value to the neighborhood
- Only 19.5% of residents are very satisfied with the current maintenance of vacant lots on their street.
- 83% feel that adding shrubs, ornamental grasses, trees, flowers, and other low maintenance plants would improve vacant lots in their neighborhood.
- 85% of residents would be likely to use an improved vacant space.
- 100% of residents are excited to hear about Ground Work and the plans for vacant lot improvements.

Many residents we talked to have history spanning back to childhood in the neighborhoods we surveyed. They remember their streets at their best and are enthusiastic upon hearing that we want to assist in restoring blighted plots to a cleaner, more beautiful and more natural state.

As a majority of residents aren't necessarily satisfied with how vacant lots are maintained, Ground Work lots will offer an alternative that provides the desired beauty and requires a less vigorous maintenance schedule.

In October 2020, the Western Reserve Land Conservancy will officially launch its first four Ground Work sites. The success of this project could serve as a sustainable and replicable means to address the 3,700 acres of vacant land around the city of Cleveland. We will continue to identify possible Ground Work sites and work with residents to activate these sites in 2021.

For more information visit us at: www.wrlandconservancy.org/ground_work