

Session: Seeing Trees Differently: Strategies, Tools, & Technology for Greening Infrastructure



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FRESH COAST CAPITAL



Redeveloping vacant
land into sustainable
assets

Problem: US cities are sitting on an abundant and underutilized resource: vacant land



12-15%

Average vacant land in US cities

9M Acres

Vacant urban land in the US

Meanwhile, dozens of legacy cities like Detroit, Flint, and Gary are up to

50% Vacant

Problem: Vacant land is incredibly costly for a city and the public



Solution: Fresh Coast partners with vacant land owners to finance, install and manage revenue-generating environmental projects on vacant land



8,000 properties



13,000 properties



7,000 properties



Green infrastructure



Wetland mitigation



Urban forestry



Local agriculture

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Fresh Coast has contracted public-private partnerships with 8 partner cities in 2016



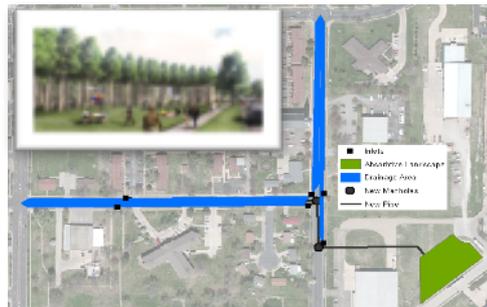
Flower farm
Flint, MI



Poplar tree farms
Multiple Cities



Conservation
Innovation Grant



Green stormwater
infrastructure (stormwater
forest) pilot
Peoria, IL

Peoria, IL: Conservation Innovation Grant for Green Infrastructure



Green stormwater infrastructure installed in Southside neighborhood:

- Demonstrate design, construction, maintenance for GSI, including stormwater forests and ag products
- Develop agricultural microenterprise and community engagement program
- Develop a “toolkit for scale” to other cities and/or Peoria

*Sample concept design for illustration purposes



Microenterprise opportunities for community



- Community engagement
 - Engage and listen: local NGOs, faith-based organizations, and neighborhood groups
 - Local contractors where possible
 - Jobs training components, where possible
 - Revenue generation for community directly, where possible
 - Dedicated reinvestment in community

Video: Hybrid Poplar Tree Farm in Flint, MI



<https://vimeo.com/163877500>



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Key project relationships

