

Westfield Neighborhood Improvement Association Greening Initiative

The Westfield Neighborhood Association (WNIA) seeks support for the development and expansion of the Westfield Community Greening Initiative.

The neighborhood of Westfield, located in Northeast Baltimore City, has a southern border of Glenmore Avenue, a northern border of Northern Parkway, an eastern border of Alta Avenue and a western border of Old Harford Road. This residential community has an agricultural and suburban heritage still visible today, with large residential backyards, unpaved alleyways and old farm buildings still in existence. Westfield's spacious residential character makes this community an ideal site to optimize its assets and benefit through a "community greening" initiative.

In the past, WNIA has promoted neighborhood cleanup and beautification through quarterly "Dumpster Days," enabling residents to dispose of trash and large debris. The Westfield Neighborhood Improvement Association has twice successfully opposed a large housing development proposed by J.J. Royston, due partly to residential concerns about the negative environmental impact the development would have. In September 2017, WNIA utilized a Neighborhood Greening Grant from the Baltimore City Parks & People Foundation to hold a community cleanup along Harford Road, clearing gutters, storm drains, and sidewalks. This successful initiative has built momentum among residents.





Following the election of a new board, last summer, the WNIA established a Community Greening Initiative for residents and business owners to identify possible neighborhood beautification projects. This year the Community Greening Initiative has begun surveying the neighborhood to identify spaces for maintenance and cleanup, as well as spaces that would benefit from greening and beautification. Beautification projects might include flower beds, tree planting, pollinator gardens, “pocket parks,” or even public art. Setting forward, WNIA has plans to promote its greening initiative through brochures and a content-rich website. It plans to hold a second cleanup event along the Westfield segment of the Harford Road corridor, and to create a plan for “greening” and “beautifying” identified sites along this corridor. Initial work can begin with low-cost gardening projects in the spring and summer of 2018. Finally, the WNIA will host its very first residential plant swap this spring. Westfield has an active body of residents and business owners who are motivated to improve their community.

The Community Greening Initiative’s website, social media posts, and printed material would inform residents and business owners of greening opportunities they might take part in (such as the National Wildlife Federation’s backyard bird sanctuary program and National Pollinator Garden Network’s pollinator garden challenge). To build momentum and residential commitment, we will begin with a spring plant giveaway and swap. Neighbors would be invited to swap plants. Additionally, WNIA will provide native plants for residents interested in establishing backyard habitats for pollinators, birds, and other wildlife. The plant swap and giveaway will be an enjoyable community event that also includes an outreach aspect, as we will be distributing educational materials and asking participants to complete a brief survey.

In order to improve the appearance of our commercial district, WNIA plans a second community cleanup day along the Harford Road corridor. Simultaneously, we are beginning to organize the Westfield business district beautification initiative. This might include identifying and implementing plans for flower beds and planters, and reviving lawn in public areas along the commercial district. WNIA will also identify areas along Harford Road that could benefit from tree planting, and will will contact TreeBaltimore to acquire the needed trees. If funding permits, we would like to offer planters to interested businesses in the commercial district, to place in front of their storefronts.

Budget

Expenses

Total Publications and Outreach

Print Costs (brochure, survey and event advertising)	\$175
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Website Hosting and Domain	\$100
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Subtotal	\$275
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Harford Road Clean Up

Equipment

(Equipment rental from the Baltimore Toolbox)

Safety Vests and Gloves	\$16.00
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Brooms, Rakes, Dust Pans	\$15.00
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Trash Cans	\$10.00
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Pop Up Tents / Cooler	\$10.50
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Tables	\$6.50
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Supplies

Trash Bags	\$40.00
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Repellent, Sanitizer, Sunscreen	\$35.00
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Plates / Utensils	\$25.00
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Food/Refreshments	\$200.00
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Subtotal	\$358.00
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Community Plant Swap and Giveaway

Equipment

Pop Up Tent / Cooler	\$10.50
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Tables	\$14.00
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Wheelbarrow	\$2.00
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Shovels / Gloves	\$4.50
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Clean Up Equipment	\$7.00
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Supplies

Potting Soil	\$100
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Plant Pots	\$40
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Native Plants	\$300
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Trash Bags	\$5.00
Repellent / Sunscreen / Sanitizer	\$35.00
Plates / Utensils	\$25.00
Food / Refreshments	\$200.00
Subtotal	\$743.00

Harford Road Corridor Greening and Beautification

Equipment

Pop Up Tents / Cooler	\$9.50
Tables	\$14.00
Trash Cans	\$4.00
Safety Vests & Gloves	\$16.00
Rakes / Dust Pans / Brooms	\$8.50
Wheelbarrows	\$7.00
Hand Tools	\$15.00
Tarps	\$1.00
Cordless Electronic Equipment	\$15.00

Supplies

Tent / Cooler / Tables	\$10.00
Trash Cans	\$4.00
Food and Refreshments	\$100.00
Trash Bags	\$5.00
Repellent / Sunscreen / Sanitizer	\$25.00
Plates / Cups / Utensils	\$15.00
Top Soil / Sod	\$400
Plants	\$300
Planters	\$350
Subtotal	\$1,299

TOTAL **\$2,400.00**

In-Kind Donations

Westfield Neighborhood Improvement Association	\$300 (cash)
T-Shirts (“Greening Our Community”)	
Certificates of Appreciation	\$15 (cash)
Plant Swap Plants	\$200 (community donations)
Supplementary Native Plants	donations pending
Supplementary Plant Pots	\$50 (community donations)
Mulch	\$300 (donated)
Tree Saplings	\$200 (donated)
Total	\$1,065