

URA LandCare Program

Adding Community Benefit to the Vacant Land Maintenance Process



The URA LandCare Program will create an impact of more than \$2 million over three years time.

Program Highlights

Grounded's research found that the LandCare program builds capacity in local businesses and communities.

- All LandCare contractors reported:
- increased technology skills
 - improvements to physical health as a result of spending more time outside
 - expanded business opportunity (which grew by over 300% from year 1 to year 2 as a direct result of being in the program)
 - developing deeper community connections
 - increased community influence

- Resident outcomes:
- 48% of residents surveyed noticed vacant lots being maintained more regularly
 - 34% reported positive changes in their communities as a result of the LandCare program, for example: increased participation in stewardship activities

Sustainable Investment Findings

Every \$1 spent on land maintenance has a Sustainable Return on Investment of

\$0.45	\$1.82	\$6.51
Prior to LandCare	Year 1 Return	Year 3 Projected

Full Sustainable Return on Investment report is available online at groundedpgh.org/?attachment_id=19853

The URA LandCare program creates significant social and economic opportunity for small businesses and local nonprofit organizations. Following the pilot implementation of year one of the URA LandCare Program, Grounded Strategies looked at the impacts of the program.



The participating contractors reported changes in their personal and professional wellbeing, crediting the LandCare program for changing the trajectory of their business. Using a Sustainable Return on Investment (SuROI) framework, the table below displays the social value created by the URA LandCare program:

Value by factor

Factor	Cumulative Value	Percent of Total
Well-being	\$848,397	41%
Employment	\$788,481	38%
Ecosystem Services	\$190,568	9%
Actualized Economic Gains	\$167,661	8%
Health	\$44,588	2%
Training/Education	\$19,837	1%
Total	\$2,059,532	100%