

Investing in Birmingham

2020 Biannual Report

March - November

Water • Infrastructure • Public Health
Climate Induced Flooding



ROWLAN CUMMINGS, 16, has career-ready skills through a paid apprenticeship.



America's Largest Education Conservation Organization is Investing in Birmingham

In March 2020, the nation's largest private, nonprofit conservation education and advocacy organization, the National Wildlife Federation, made a two-year commitment to Birmingham. A commitment that would not have come to fruition without The Kresge Foundation.

Through our urban initiatives and environmental justice program, which prioritizes intentionality, respect, and relationship building, we spent well over a year and a half working with Birmingham City Councilman John Hilliard and his dynamic staff to update, stay connected, and work with frontline youth, community leaders, residents, and city officials. We collectively identified four areas of focus for our work: climate-induced flooding, water (and sewage), infrastructure, and subsequently, public health.

Our plans were set and all partners stood ready to engage around the City Birmingham Flood Plan, water and sewage affordability, flood relief efforts around Village Creek, and the intersections between policy, science, systems, and solutions with city departments. We even had a summer job program for six youth within city departments and a path to engage the community around science-based outcomes, Special Flood Hazard Areas, disaster mitigation, and drainage systems.

Not quite two weeks into the beginning of our work, the coronavirus struck and created an unprecedented time that changed everything except our collective will to reimagine and restructure the work. Our focus simply became effectively pivoting, adjusting our program infrastructure, redesigning our youth efforts, and adding public health as a pillar of our planned work. Thankfully, our funders provided continued support and encouragement to prioritize community needs and modify our work as necessary.

The hard work, smart pivots, and great outcomes found in this six-month report would not be possible without our community partners at the Birmingham Times newspaper, Build UP, the East Thomas Neighborhood Association, Ensley Reimagined, Pneuma Gallery, Slade Land Use, Environmental and Transportation Planning, LLC, and the Village Creek Human & Environmental Justice Society, Inc.

It is indeed an honor to lead this work during these historic times in Birmingham when Confederate monuments are coming down and our nation's understanding of Black Lives Matter is going up.

Our team will continue to ensure that local realities and evolving community needs remain at the center of our work. While at the same time, we will employ the demonstrated expertise necessary to create and navigate needed calibrations.

Simone Lightfoot

National Director of Urban Initiatives and Environmental Justice
National Wildlife Federation

Simone Lightfoot, National Director of Urban Initiatives and Environmental Justice



Shaye Hornbuckle, East Thomas Secretary, Simone Lightfoot, Neil Rafferty, State Representative, Thomasin "TC" Jackson, East Thomas Neighborhood Association President, and Sandra Blutcher, East Thomas Neighborhood Association, Citizen Safety Patrol Coordinator



Simone Lightfoot and members of the City of Birmingham Planning Engineering and Permits Department



(l to r) Councilor John R. Hilliard, District 9, Councilor Clinton P. Woods, District 1, Simone Lightfoot, and Council President William Parker, District 4



City of Birmingham Mayor Randall L. Woodfin and Simone Lightfoot

National Wildlife Federation Staff



SIMONE LIGHTFOOT

*National Director of
Urban Initiatives and
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ZACH EVANS

*Sr. Coordinator
Digital Campaigns*



JULIET SLUTZKER

*Coordinator
Affiliate Partnerships*



JANET HOOVER

*Supervisor
Accounts Payable*





CITY OF BIRMINGHAM

MAYOR RANDALL L. WOODFIN

PUTTING PEOPLE FIRST

October 30, 2020

To Whom It May Concern:

The City of Birmingham remains firmly committed to being a national leader in environmental preservation and protection, the establishment and care of green space and forestry and creating a culture of care for our natural surrounding that lives from generation to generation.

Sitting in the Jones Valley, our geographic position creates opportunities and challenges for us. Flood mitigation continues to priority for many of our neighborhood, an issue accelerated by the threat of climate change. Historic pollution from nearby plants and factories sit settled in our topographical "bowl" and threatens the viability of some of our most historic communities. Still, the ridges that surround us are breathtaking and are a daily reminder of the blessings of nature.

As Mayor, I accept the responsibility to be a forceful advocate for our outdoors. We continue to team with a number of non-profits and adjacent municipalities to create trails, paths and scenic destinations that attract visitors from Birmingham and beyond. The impact of the health of our citizenry is evident, as you can see our neighbors walking, hiking and biking in places that was previously vacant.

The financial, technical assistance and support from the National Wildlife Federation drives us to be better stewards of lands that we have inherited. We value the partnership with NWF and look forward to being viewed as a model for communities across America.

Thank you for your consideration and please let us know if we can be of assistance to you.

Sincerely,

A handwritten signature in black ink that reads "R. Woodfin".

Randall L. Woodfin,
Mayor



BIRMINGHAM CITY COUNCIL

SERVING CITIZENS THROUGH PUBLIC POLICY

November, 10th 2020

Simone Lightfoot
Director of Urban Initiatives & Environmental Justice
National Wildlife Federation
1200 G St NW #900, Washington, DC 20005
To Whom It May Concern,



As Councilor for the Birmingham City Council, representing the Ninth District, I am in full support of the work the National Wildlife Federation has performed inside the City of Birmingham. Their efforts surrounding educating the community on environmentally savvy practices, climate-induced flooding, and how policy affects the community public health as well as providing community youth paid opportunities to make their neighborhoods a more safe, enjoyable and sustainable place to live.

NWF is addressing a critical need in the Birmingham community, addressing blighted, environmentally impacted communities while also empowering many of our lowest income youth and citizens to gain career-ready skills and create a more sustainable environment, all while being paid.

Please accept this letter as confirmation of the great work National Wildlife Federation has done, is doing, and plans to do in the future, for many low-income citizens throughout our community. Should you have questions or concerns, feel free to contact me at 205-254-2302 or via email at john.hilliard@birminghamal.gov.

Respectfully submitted,

John R. Hilliard
Councilor – District 9

*William Parker - President, District 4 | Wardine T. Alexander, President Pro-Tem, District 7
Clinton P. Woods - District 1 | Hunter Williams - District 2 | Valerie A. Abbot - District 3 | Darrell B. O'Quinn - District 5 |
Crystal N. Smitherman, Esq. - District 6 | Steven W. Hoyt - District 8 | John R. Hilliard - District 9
Cheryl A. Kidd - Council Administrator | Jeffrey McDaniels - Deputy Council Administrator*

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www.birminghamalcitycouncil.org

Partners in Birmingham, Alabama



HONORABLE JOHN R. HILLIARD

*City Councilor, District 9
City of Birmingham, Alabama*



TEVIN JONES

*Chief of Staff for Councilor
John R. Hilliard
City of Birmingham, Alabama*



DAVID A. RUSELL, JR.

*Managing Director
Synergy Consulting, LLC.*



MARK MARTIN

*Founder and CEO
Build UP*



THOMASINE "TC" JACKSON

*President, East Thomas
Neighborhood Association*



BRIAN K RICE

*Developer
Ensley Reimagined*



GERREL JONES

*Founder
Pneuma Gallery Inc.*



L'TRYCE SLADE

*Managing Director
Slade Land Use, Environ-
mental, and Transportation
Planning, LLC*



YOHANCE OWENS

*Executive Director
Village Creek Human & Envi-
ronmental Justice Society, Inc.*



JACQUELINE GRAY MILLER

*Founder, A JFG Production LLC
Local Lead & Storyteller*



KEVIN KEY

*Principal, Moon Men DJs
Videographer*

Project Hurdles

The World Health Organization on March 11, 2020, declared the novel coronavirus (COVID-19) outbreak a global pandemic. On March 13, 2020, on recommendation from the State Health Officer, Alabama Governor Kay Ivey declared a state public health emergency exists in the state of Alabama. On March 17, 2020, the State Health Officer issued a similar order for counties surrounding Jefferson, including Blount, St. Clair, Shelby, Tuscaloosa, and Walker Counties. The city of Birmingham is located in Jefferson County.

On March 24, 2020, the Council of the City of Birmingham recognizing the emergency declarations of the President of the United States, the Governor of the State of Alabama, the State Health Officer, the Chief Health Officer of Jefferson County, and the Mayor of the City of Birmingham issued orders for the closing of certain businesses and the limitations on the operation of essential businesses within their respective jurisdictions effectively halting our plans.

RACIAL UNREST

While all countries in 2020 are facing the twin threats of the deadly coronavirus pandemic and sharp economic downturns, the U.S. finds itself in a unique position with levels of social unrest not experienced since the 1960s.

The year 1963 was the ugliest and transformative era in Birmingham's history. Dr. King's words in his famous "Letter from a Birmingham Jail", written to a group of white clergymen who chastised King in April 1963 best explain the heart of the matter:

"We have waited for more than 340 years for our constitutional and God given rights. ...

...when you have seen hate filled policemen curse, kick and even kill your black brothers and sisters; when you see the vast majority of your twenty million Negro brothers smothering in an airtight cage of poverty in the midst of an affluent society...

...when you are forever fighting a degenerating sense of "nobodiness"—then you will understand why we find it difficult to wait. There comes a time when the cup of endurance runs over, and men are no longer willing to be plunged into the abyss of despair. I hope, sirs, you can understand our legitimate and unavoidable impatience."

While these words were written in April 1963, they still resonate today, 57 years later, in light of current events that have brought police brutality and systemic racism to the forefront.

On May 25, 2020, George Floyd, a 46-year-old black man, was killed in Minneapolis, Minnesota, while being arrested for al-

legedly using a counterfeit bill. This deadly incident ripped the band aid off of the festering sore of racism in Birmingham. There were protests in the streets and monuments toppled.

THE WEATHER

It has been a very busy hurricane season in the Atlantic Basin as a whole, but when you focus on the sliver that is the Gulf of Mexico, the word historic comes to mind. To date (Nov. 16), a record 11 named storms have made landfall in the U.S. in 2020. Eight of those have occurred along the Gulf Coast.

In the Gulf of Mexico, Alabama is home to some of the most diverse weather on the planet. Severe thunderstorms and tornadoes, tropical storms and hurricanes, snow and ice storms, floods, droughts, heat waves, sub zero cold. And, of course, days with a cobalt blue sky, and sunsets that take your breath away.

There are 232 miles from Birmingham to Gulf Shores in the southwest direction. A nod to the geographical diversity, Metropolitan Birmingham is located at the southern terminus of the Appalachian Mountains.

In Birmingham, the summers are long, hot, and muggy; the winters are short, cold, and wet; and it is partly cloudy year round. Over the course of the year, the temperature typically varies from 36°F to 90°F and is rarely below 21°F or above 97°F.

During the Green Summer Work Experience (see page 8), students faced heavy rains, hot and muggy days and an onslaught of mosquitoes and other pests.

"To date (November 16), a record 11 named storms have made landfall in the U.S. in 2020. Eight of those have occurred along the Gulf Coast."

Councilor John R. Hilliard

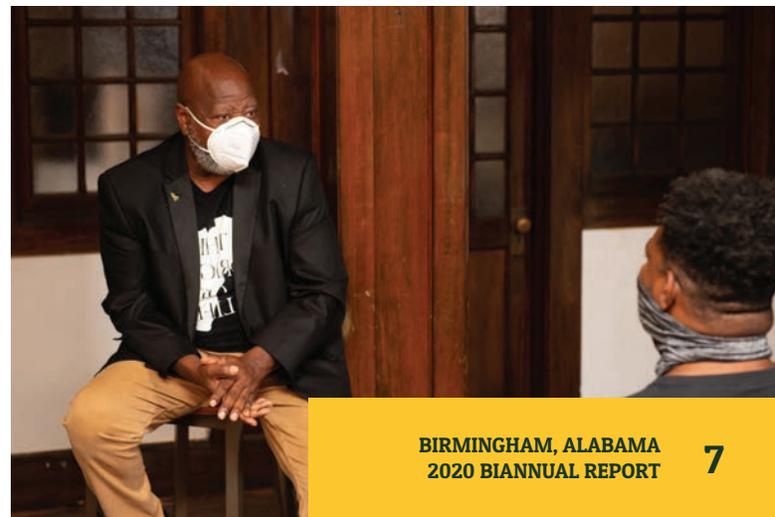




Photo of Birmingham City Councilor John Hilliard & Build Up Staff and Students at Camp Tekakwitha in St. Clair County, Alabama © Build UP

America's Largest Conservation Organization is Investing in Birmingham

by Jacqueline Gray Miller
First Published in the
Birmingham Times July 2020

With the shadow of a 100-year-old church building as shade, Build UP students are organizing their next boot camp, A Green Summer Work Experience. For the next three weeks – July 13 through August 1 – the entrepreneurial-minded teenagers are building up their Ensley neighborhood.

“We’ll start at eight each morning and you’ll set your schedule for the remainder of the day. Let’s work in pairs to cover as much ground as possible,” said Mark Martin to students and parents. Martin is the founder and CEO of Build UP, which stands for Build Urban Prosperity.

Based in Birmingham, Build UP is the nation’s first and only early-college workforce development model that provides low-income youth with career-ready skills through paid apprenticeships with industry-aligned secondary and postsecondary academic coursework, leading them to become educated, credentialed, and empowered civic leaders, professionals, homeowners and landlords.

“This apprenticeship wage over the next three weeks is the largest opportunity yet. The best part is, you get to determine your schedule and how fast you want to get the job done,” Martin said to students and parents in person and others joining via Facebook Live.

The National Wildlife Federation (NWF), America’s largest conservation organization, is also investing in the Green Summer Work Experience in Birmingham. “It’s clear to us this program, and these students, are making a tangible difference. As a result, we’re using grant funding to cover the costs associated with their paid apprenticeships,” said Simone Lightfoot, national director of urban initiatives and environmen-

tal justice for the National Wildlife Federation. “Further, this particular project aligns with our priorities. Creating green jobs, internship opportunities and green professional development skills for Birmingham residents to include youth, young adults, and returning citizens,” said Lightfoot.

To effectively create direct opportunities for Birmingham residents and local partners, Birmingham City Councilor John R. Hilliard laid the foundation for the NWF and Build UP partnership over a year. “Like Birmingham, municipalities throughout our region are grappling with the cost of the investments needed to make our communities more sustainable,” said Hilliard. “This partnership directly addresses those concerns at home. Specifically, in Ensley. This three-week boot camp is a high yield, short-term project. However, the long-term invest in each one of these students is yet to be measured. Just imagine what each student can do and become with this hands-on blend of academic and occupational instruction. The best part, Build UP is one of many dedicated partners,” said Hilliard.

Councilor Hilliard has also secured NWF grant funds for the East Thomas Neighborhood Association, Ensley Reimagined, Slade Land Use, Environmental and Transportation Planning, LLC, Pneuma Gallery, and the Village Creek Human & Environmental Justice Society, Inc. So far, the total investment through the NWF urban initiatives and environmental justice program in Birmingham is \$50,000.

Many of the nation’s greatest environmental challenges and opportunities are found in urban centers. From increasing air and water quality, to updating housing and transportation infrastructure, the opportunities are endless to improve the environments where people live. The National Wildlife Federation is committed to addressing the priorities of urban communities. To learn more, visit www.nwf.org

Photo of Birmingham City Councilor John Hilliard (center) & Build Up Staff and Students at Birmingham City Hall © Birmingham City Council





Gerrel Jones’ Green Journey

by Jacqueline Gray Miller

First Published in the
Birmingham Times August 2020

It is not farfetched to consider Gerrel Jones one of the busiest men in Birmingham. Husband, executive director of Pneuma Gallery Incorporated, a small business owner, champion of putting the “neighbor” back in the neighborhood, and one among many working to destigmatize the plight of returning citizens, Jones’ calendar is full.

“Time and life are dependent on one another,” said Jones. “When you lose one, you lose the other. Redeeming time is redeeming lives. That’s how we legitimize the term returning citizen and get rid of the terms ex-con and ex-felon.”

Jones is sharing his redemption story to heal and help others. “I am very public about my time in prison. 1 in 4 Black men will be adjudicated. I was full of shame the first time and that led to the next time. I want my story to show that there is value in the experience and teach our returning citizens how to access and be what they need to for a happy ending,” smiled Jones.

In 2013, Jones began sharing his story at churches, K-12 schools, and colleges. Then, he expanded his outreach to prisons in Alabama and Georgia. “I believe that empathy is key in helping people,” said Jones who has a green thumb that is a positive influence too. “Partnering with Councilor Hilliard and the National Wildlife Federation (NWF) was an opportunity that found me. For the last seven years I’ve been involved with lawn care and mentoring youth,” said Jones.

GREEN THUMB, BIG HEART

Birmingham City Councilor John Hilliard, District 9, is a fan of Jones' efforts in the community. "Gerrel has a green thumb and a big heart. Both are on full display as he manages his small business and leads outreach," said Hilliard. "That combination made him an ideal person to introduce to NWF," said Hilliard who reached out to America's largest conservation organization over a year ago to effectively create direct opportunities for Birmingham residents.

As a result of Councilor Hilliard's efforts, the total investment through the NWF urban initiatives and environmental justice program in Birmingham is \$50,000. Partners include Build UP, the East Thomas Neighborhood Association, Ensley Reimagined, Pneuma Gallery, Slade Land Use, Environmental and Transportation Planning, LLC, and the Village Creek Human & Environmental Justice Society, Inc.

"Challenges and opportunities are found in cities like Birmingham," said Simone Lightfoot, national director of urban initiatives and environmental justice for the National Wildlife Federation. "We appreciate Councilor Hilliard for connecting the dots to introduce our organization to stakeholders in Birmingham that share our priorities. Creating green jobs, internship opportunities, and green professional development skills for youth, young adults, and returning citizens," said Lightfoot.





AYDAN JONES, 18
Future Engineer



BISHOP DAVIS, 14
Weighing Career Options



BRIA DAVIS, 16
Future Interior Designer



CAM'REN WILSON, 15
Future Business Owner



JENOAH ADAMS, 15
Future Entrepreneur



JOMAREE DAVIS, 17
Future Business Owner



KHRISTIAN BILLINGSLEY, 17
Future Engineer



KITO HARRISON, 15
Current Media Influencer



LEVI WELLS, 17
Future Entrepreneur



ROWLAN CUMMINGS, 16
Future Construction Lead



TORREY WASHINGTON, 18
Future Contractor



TRENTON DANNER, 17
Future Restaurant Owner

A Head of the Class in Ensley

by Jacqueline Gray Miller

First Published in the
Birmingham Times September 2020

At all levels, learning looks drastically different than it was at the beginning of 2020. However, in Ensley, there are several students ahead of the class. Build UP students participate in a full-time program that takes the place of high school and college.

Once students complete the Build UP program and either secure a high-wage job, launch their own enterprise, or continue their education at a university, graduates take over the deeds to the properties they renovated as part of their training. In one fell swoop, they become both homeowners and landlords. Through zero-interest mortgages, graduates build wealth because 100% of each payment contributes to principal and equity. They also earn a passive income through their rental properties, according to the organization's website www.buildup.work

"The National Wildlife Federation wishes all the students, teachers, and mentors at Build UP a great school year. Thank you for being dedicated partners during the Green Summer Work Experience too," said Simone Lightfoot, national director of urban initiatives and environmental justice for the National Wildlife Federation. "Career-ready skills through paid apprenticeships aligns with our priorities in Birmingham. Creating green jobs, internship opportunities, and green professional development skills for youth, young adults, and returning citizens."

Birmingham City Councilor John Hilliard, District 9, made the connection to America's largest conservation organization to create direct opportunities for Birmingham residents.

As a result, the NWF urban initiatives and environmental justice program investment in Birmingham so far is \$50,000. Partners include Build UP, the East Thomas Neighborhood Association, Ensley Reimagined, Pneuma Gallery, Slade Land Use, Environmental and Transportation Planning, LLC, and the Village Creek Human & Environmental Justice Society, Inc.



“All life depends on clean water.”

—Yohance Owens
Executive Director,
Village Creek Human &
Environmental Justice
Society

A Green Balance

by Jacqueline Gray Miller

First Published in the
Birmingham Times October 2020

Balance is not something you find. Balance is something you create. Thomasine “TC” Jackson and Yohance Owens both use this approach as servant-leaders. Partners with the National Wildlife Federation, Jackson and Owens are addressing water, infrastructure, climate-induced flooding, and public health in Birmingham.

“Public health has always been a priority for me,” said Thomasine Jackson, president of the East Thomas Neighborhood Association. “During this global pandemic, and with partners like the National Wildlife Federation, we are developing and using age-appropriate resources to keep in touch with our neighbors. Each week, I host more Zoom meetings than you can imagine and join conference call after conference call to keep my neighbors informed. Their health is a priority. Further, I’m developing large-font, paper resources for my neighbors who are not tech-savvy. Communication, no matter the format, is key,” said Jackson.

Thomasine Jackson is frequently heard making a statement that may best sum up her attitude toward service: “Thank you for the opportunity to serve.” For years, she has advocated for numerous health initiatives and has served in numerous faith-based ministry programs, fulfilling volunteer needs in areas of music, administration, missions, and health programming. Her priorities as president of the East Thomas neighborhood have included improving parks and schools within the Smithfield community.

“Her deep roots in the community made her an obvious choice as a partner,” said Simone Lightfoot, national director of urban initiatives and environmental justice for the National Wildlife Federation. “She’s that type of community activist that gets the elected officials and partners to come to her. Her house, her porch, her lunch invitation, and now her Zoom meetings. Recently, State Representative Neil Rafferty, Birmingham Police Sgt. Ingram and I gave reports on our progress in the district. For me, it was another opportunity to see her in action. She runs a tight ship and keeps the train moving no matter what.”

**“Communication,
no matter the
format, is key.”**

**—Thomasine “TC” Jackson
President, East Thomas
Neighborhood Association**

LARGEST URBAN WATERSHED IN ALABAMA

Village Creek Human and Environmental Justice Society, Inc. Executive Director Yohance Owens is also improving the quality of life for Birmingham residents. “All life depends on clean water,” said Owens who promotes environmental conservation and restoration in the largest urban watershed in Alabama. “Village Creek runs 44 miles from Roebuck Springs and the East Lake area through North Birmingham and down to the Black Warrior River. The creek used to flood continually and cause significant destruction for residents along its path. The water still rises today, but flooding is not as bad as it used to be as a result of strategic cleanups and education,” said Owens. Yohance Owens is frequently heard making a statement that may best sum up his attitude toward service: “Community Service is one of the greatest aspects of our society.” For years, he has advocated for improvements for the entire length of Village Creek to benefit the 300,000-plus residences, businesses, schools, and churches in its watershed.

“Yohance is well aware that these issues will not be resolved overnight,” said Lightfoot.

Like Yohance, the National Wildlife Federation believes in an education-based approach to long term issues which makes us ideal partners. Partners creating green jobs, internship opportunities and green professional development skills for Birmingham residents to include youth, young adults, and returning citizens to possibly address the concerns in Village Creek.”

INVESTING IN BIRMINGHAM

Birmingham City Councilor John Hilliard, District 9, made the connection to America’s largest conservation organization to create direct opportunities for Birmingham residents. Partners include Build UP, the East Thomas Neighborhood Association, Ensley Reimagined, Pneuma Gallery, Slade Land Use, Environmental and Transportation Planning, LLC, and the Village Creek Human & Environmental Justice Society, Inc.

Many of the nation’s greatest environmental challenges and opportunities are found in urban centers. From increasing air and water quality to updating housing and transportation infrastructure, the opportunities are endless to improve the environments where people live. The National Wildlife Federation is committed to addressing the priorities of urban communities. To learn more, visit www.nwf.org

Simone Lightfoot serves as the national director of urban initiatives and environmental justice for the National Wildlife Federation. She oversees the organization’s Birmingham grant efforts and can be reached at (313) 585-1052 or lightfoots@nwf.org





A Plan of Action



L'TRYCE SLADE

Managing Director

Slade Land Use, Environmental, and Transportation Planning, LLC

Green Building Professionals

by **Jacqueline Gray Miller**

First Published in the Birmingham Times November 2020

The death of a parent is among the most emotionally difficult and universal of human experiences. Lamentably, the recent passing of a parent is an invisible tie that binds business leaders L'Tryce M. Slade and Brian K. Rice. To honor their respective parents and build up Birmingham, Slade and Rice are making strategic moves and the National Wildlife Federation (NWF) is investing in their respective visions.

"I lost my best friend," said L'Tryce Slade, Managing Director, of SLADE Land Use, Environmental, and Transportation Planning, LLC ("Slade"). "Words cannot express what she meant to me, as well as my family. My mom, Debra Slade, was a legendary educator and AKA [sorority member] who loved her students, and her students loved her. Her legacy will continue to live through us."

A legacy Slade is leveraging through her experience in development and construction projects. Born in Ahoskie, North Carolina and a graduate of the University of North Carolina at Chapel Hill, Slade felt spiritually led to Birmingham and arrived in the "Magic City" in 2004.

"Metaphorically speaking, L'Tryce is a jewel in Birmingham's crown. Her firm is a licensed general contractor in four states, AL, MS, TN, and GA, and certified as a Green Building Professional through the National Home Builders Association. Her environmental services created a natural partner for us at NWF," said Simone Lightfoot, national director of urban initiatives and environmental justice for the National Wildlife Federation.

A philanthropist with a heart for the underserved, Slade is also a lead Inspector, asbestos inspector, and qualified credentialed inspector. Her company can assist with Leadership in Energy and Environmental Design (LEED) too.



DEBRA WILLIAMSON SLADE

(1952-2020)



Slade Honored in November 2020



Changing the Landscape

A COMMITMENT TO COMMUNITY AND PEOPLE

Developer Brian K. Rice is committed to commercial, community, and people development in underserved communities. Seeds planted by his late father, Charles Rice, Sr.

“Before smartphones and digital cameras, my dad was there with the shoulder mount video recorder and/or his handbag for his 10,000 plus pictures mostly from the 80s and early 90s when you had to go get the film developed. I’m thankful for the memories he captured for so many,” said Brian K. Rice, a professionally trained engineer developing his commercial buildings in the Ensley community of Birmingham. “I got to hear my dad’s voice again as I watched pageants, baseball games, football games, school presentations and so much more. I still mimic so many of his habits.”

Habits that include creating opportunities for students and returning citizens. Rice offers men and women from the community a chance to work by reclaiming bricks. “Each person gets stronger and earns an income while simultaneously revitalizing the neighborhood,” said Rice, who began his professional career in construction management as a mechanical engineer in Oak Ridge, TN.

Rice moved back to Birmingham in 2013 with a plan. A plan to create local modern office spaces mixed with regular workshops on entrepreneurship development, workforce development, and additional people development programs for both youth and adults in Ensley.

“Brian is also a natural fit to partner with the NWF. Specifically, his efforts and accomplishments with returning citizens and his natural acumen to develop and grow business to business relationships,” said Lightfoot. “The focus of the NWF includes outreach to returning citizens and neighborhood revitalization.” The National Wildlife Federation project in Birmingham has four key focuses. Water, infrastructure, climate-induced flooding, and public health.



BRIAN K. RICE
Developer



CHARLES RICE, SR.
(1948-2020)

Ensley reimagined brick-by-brick



Engagement by the Numbers

(As of November 16, 2020)



GRAND TOTAL VIEWS
OF SOCIAL CONTENT

47,943

GRAND TOTAL OF
ENGAGEMENTS (LIKES,
RETWEETS, ETC)

729

Hashtags:

#BhamForward

#NWF

Facebook

Likes

20,303



LinkedIn

11,062



Birmingham

Times

Articles

7,504

The **Birmingham Times**
Since 1844 The Southeast's Largest Black Weekly

Twitter

6,775



Instagram

1,570





Our Partners



VILLAGE CREEK
HUMAN & ENVIRONMENTAL
JUSTICE SOCIETY, INC.
BIRMINGHAM, ALABAMA



**East Thomas Neighborhood Association,
Ensley Reimagined**

Investing in Birmingham

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Climate Induced Flooding



For more information, please contact:

Simone Lightfoot

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BRIA DAVIS, 16,
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