



Submitted to: Commissioner Ted Terry, District 6, DeKalb County

Submitted by: Jamie Rosenthal | Roots Down

Program Term: March 15, 2026 – July 15, 2026

Total Investment: \$11,300 (+ \$28,000 Optional per Section 6) = \$39,300

Project Purpose

Roots Down proposes a District 6–focused impact analysis, reporting, and public engagement program that quantifies the social, fiscal, and environmental value of the Commissioner’s green infrastructure investments.

Through partnerships with students from Emory University, Georgia State University, and Georgia Tech, this program will analyze and document the outcomes of District 6 projects, with special emphasis on meadow installations, library transitions, and public right-of-way improvements.

The program will convert ongoing work into a centralized, data-driven portfolio that demonstrates leadership, accountability, and long-term climate impact while strengthening the Commissioner’s public-facing narrative.

Program Overview

This initiative integrates four core components:

1. District 6 Project Portfolio Mapping and Assessment
2. Student-Led Impact Research and Data Integration
3. Public Reporting, Storytelling, and Campaign Development
4. Meadow Performance Studies and Technical Reporting

All data and documentation will be integrated into the Metaimpact platform and aligned with Roots Down's digital and storytelling infrastructure.

Scope of Work

Section 1: District 6 Project Portfolio Mapping and Assessment

Roots Down will work with the Commissioner's office to identify and organize all major green and regenerative projects within District 6, including:

- Library transition sites + Projected library transition sites
- Meadow projects across public land and rights-of-way
- Park and greenspace feasibility sites
- Public corridors connected to the Georgia Department of Transportation partnership

Each project will be documented and structured into a unified district portfolio.

Deliverables:

- District 6 Greenspace Project Inventory
 - We will produce GIS shape files of each project in District 6 and an accurate project map layer suitable for integration into GIS and Metaimpact.
- Project mapping and baseline documentation
 - We will compile baseline data sets for environmental (including landscape greenhouse gas emissions estimates), social, and fiscal markers. These datasets will be summarized in a Baseline Report that demonstrates where projects already have impact and provides a baseline against which future performance is measured.
- Digital portfolio integration:
 - We will perform a Metaimpact build-out for District 6 projects, including uploading data and configuring the digital portfolio and views for Commissioner reporting.

Section 2: Student-Led Impact Research and Data Integration

Roots Down will coordinate student research teams to evaluate:

- Environmental performance, including soil health, biodiversity, and carbon potential
- Fiscal efficiency and maintenance implications
- Social and community benefits

This work will support both District reporting and expansion of Roots Down's statewide and GDOT metrics systems.

All data will be uploaded to Metaimpact and formatted for use in reports, presentations, and digital platforms.

Deliverables:

- Student research framework and methodology
- District 6 data sets uploaded to Metaimpact
- Annual district impact dashboard (MetaImpact build, onboarding, and exportable models for one year)
- Research summaries for public use
- Onboard D6 Stakeholders to Metaimpact

Section 3: Reporting, Storytelling, and Public Engagement Campaigns

Using collected data, Roots Down will develop high-visibility storytelling and communication assets in partnership with community and media collaborators, including United Way and Outfront Media.

These materials will showcase District 6 leadership in regenerative land management and climate action.

This includes coordination of billboard campaigns highlighting meadow and corridor projects and an educational public workshop for regenerative landcare.

Deliverables:

- Community Engagement Event
 - Regenerative Landcare Workshop scheduled on April 15 for Dekalb County Staff
 - Secure the Avondale Arts Center as location for the April 15 program
- Billboard and public media content coordination

- Roots Down will coordinate with OutFront Media to produce billboard content. This coordination includes design collaboration and submission of designs to OutFront Media.
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Section 4: Meadow Performance Studies and Technical Reporting

Roots Down will conduct two in-depth meadow performance studies during 2026, engaging students in field research and comparative analysis.

These studies will include:

- Soil sampling and analysis
- Comparison between regenerative and conventional sites
- Biodiversity and vegetation assessments
- Carbon and ecosystem service estimates

Roots Down will also provide light technical guidance and annual performance recommendations for District 6 meadow sites.

Deliverables:

- Coordination with GDOT to provide D6 funding for at least one (1) Meadow Planting in Dekalb County
- Two Meadow Impact Assessment Reports
- Field research documentation
 - Comparative soil and vegetation analysis
- 2026 Meadow Performance Summary
- Technical advisory memo for ongoing management

Clarifications and specifics:

- **GDOT involvement and site selection:** These meadow deliverables **will require GDOT's involvement**. Meadow site selection for the two in-depth studies is currently **still in flux**; Roots Down will coordinate with GDOT to finalize and confirm the two meadow sites in District 6 that will receive the in-depth study and field research.

- If GDOT does not agree to conduct meadow sites in D6, meadow sites along Model Mile and Avondale Estates can be chosen.
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Section 5: Billboard Site Landscape Design & Maintenance Planning

To enhance the visual impact of the District 6 billboard campaign, Roots Down will provide design and implementation guidance for the surrounding landscape. This initiative transforms the physical space at the billboard intersection into a living demonstration of regenerative landcare.

Site Assessment:

- Conduct a field visit to the specified billboard intersection to evaluate soil conditions and sun exposure for wildflower suitability.
- **Regenerative Landscape Plan:** Develop a basic planting plan for the three sides of the billboard area featuring aesthetically pleasing native and/or resilient wildflowers and sustainable landscaping examples.
- **Maintenance Protocol:** Provide a simplified maintenance guide for crews to ensure long-term site health and aesthetic quality.

Deliverables:

- **Billboard Area Planting Plan:** A conceptual design for (4) specified billboard intersection with 3 options for regenerative landscaping + species lists.
 - **Crew Installation & Maintenance SOP:** A one-page technical guide for regenerative landcare management around billboard area.
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Section 6: Landscape Installation & Site Management (Optional Add-on)

To ensure the "Living Demonstration" vision is realized to the highest standard, Roots Down will manage the end-to-end physical installation at the four (4) specified billboard sites. This phase moves beyond design into active site restoration and ecological establishment.

Scope of Work:

- **Vegetation Management & Site Prep:** Professional removal of existing invasive species or turf and initial clearing to prepare a clean slate for the native meadow.
- **Soil Restoration:** Delivery and integration of high-quality organic compost to remediate compacted soil, ensuring the long-term viability of the installation.

- **Native Meadow Installation:** Implementation of a native plant palette curated for seasonal color, biodiversity, and local hardiness across the square footage surrounding each of the 4 sites.
- **Subcontractor Management:** Roots Down will serve as the primary point of contact, overseeing all specialized landscaping subcontractors to ensure adherence to the Regenerative Landscape Plan.

Deliverables:

- **Four (4) Completed Meadow Installations:** Fully prepped, amended, and planted sites at each billboard location.
- **Final Project Report:** A brief summary of the soil amendments used and the final species counts planted at each site.

Investment:

Total Subcontracting & Implementation Fee: \$28,000

Program Outcomes

Through this initiative, District 6 will gain:

- A centralized and quantified portfolio of all major green projects
- Verified data on climate, ecological, and community impact
- Student-supported research capacity
- High-quality public community engagement event
- Increased visibility of district leadership
- A scalable model for adoption by other commissioners

This program positions District 6 as a county-wide benchmark for regenerative governance and transparent environmental leadership.

Deliverables Summary

Portfolio Development

- Project inventory (with GIS shape files)
- Project mapping and digital archive
- MetaImpact build-out and onboarding

Research and Data

- Student data sets (structured and documented)
- MetaImpact uploads and exportable data/models
- District dashboard (annual)

Reporting & Campaigns

- Public impact brief (environmental, social, fiscal summaries)
- Media toolkit (social copy, PR blurbs)
- Billboard content and design coordination (OutFront Media)
- Website-ready data visuals and summaries

Meadow Studies

- Two research reports (final site selection pending GDOT)
 - Field documentation, soil & vegetation analysis
 - Technical memo and annual summary
 - Billboard Area Planting Plan
 - Crew Maintenance Memo
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Budget and Terms

Total Program Cost: \$11,300

Section 6 Optional Add-on: \$28,000

Total with Optional Add-on: \$39,300

This includes:

- Program management and coordination
- Student research facilitation
- Data integration and reporting
- Campaign development support
- Meadow studies and technical reporting

Payment Terms:

50% to be paid to Roots Down upon contract approval

25% to be paid to Roots Down 1 month after contract approval (if all deliverables not completed by then)

25% to be paid to Roots Down upon contract completion

Clarifications and specifics:

- **Metaimpact subscription:** Metaimpact is an annual subscription service priced at **\$2,500/year. The first year subscription (\$2,500) included in this contract.**
- **Annual district impact dashboard:** The dashboard will be created and configured for District 6 as part of the Metaimpact build-out and will be accessible to paying customers. A few key points about access and continuity:
 - The dashboard is available to **paying** customers. If you elect to stop paying after the first year, **the information (data) is retained**, but you **will not be able to update or access the models** through Metaimpact.
 - Roots Down will host an **onboarding session** once the dashboard is created to show your staff how to access, export, and use the models.
 - You will be able to **export information/models** from the dashboard for PR and messaging at any time during the contract.

Summary

This District 6 Impact Analysis and Engagement Program transforms ongoing greenspace investments into a documented, visible, and scalable leadership platform.

By combining student research, advanced data systems, and high-impact storytelling, Roots Down will help Commissioner Ted Terry:

- Demonstrate measurable climate leadership
- Strengthen public confidence
- Support countywide innovation
- Position District 6 as a model for regenerative governance

Roots Down looks forward to continuing this partnership and advancing District 6's role as a leader in urban environmental management.