

9th Annual
Sustainable Cleveland Summit

Presented by The Cleveland Foundation



Participant Guide

September 27th and 28th, 2017

Public Auditorium

Cleveland, OH



SUSTAINABLE CLEVELAND 2019

TOGETHER, WE'RE BUILDING A THRIVING
GREEN CITY ON A BLUE LAKE

Thank you to our Presenting Sponsor



Established in 1914, the Cleveland Foundation is the world's first community foundation and one of the largest today, with assets of \$2.13 billion and 2016 grants of \$93.6 million. Through the generosity of donors, the foundation improves the lives of residents of Cuyahoga, Lake and Geauga counties by building community endowment, addressing needs through grantmaking and **providing leadership on vital issues. The foundation tackles the community's priority areas – education and youth development, neighborhoods, health and human services, arts and culture, economic development and purposeful aging – and responds to the community's needs.**

For more information on the Cleveland Foundation, visit www.ClevelandFoundation.org.



CITY OF CLEVELAND
Mayor Frank G. Jackson



Welcome to the 9th Annual Sustainability Summit!

Thank you for joining me at the 9th Annual Sustainable Cleveland Summit, presented by the Cleveland Foundation. Sustainable Cleveland 2019 is a ten-year initiative that engages the entire community to design and develop a sustainable economy for Cleveland. We have the resources, the people, and the ideas to make our regional economy strong, resilient, and equitable.

Sustainable Cleveland 2019 has gained support and grown in scope, breadth, and numbers since it launched in 2009. We have engaged thousands of people. The result has been a wide variety of initiatives addressing the full spectrum of sustainability. As we prepare for the next year in our initiative, we are building off of this past momentum, while continuing to promote boldness, creativity, and action.

During this Summit, we will celebrate the current “Year of Vibrant Green Space” and accelerate planning for 2018, the “Year of Vital Neighborhoods.” We will also continue to design around the City’s Climate Action Plan that was co-created by more than 60 businesses and organizations. Your participation ensures that an actionable agenda is created and implemented in a way that truly improves Cleveland’s economy and our community.

I would like to thank our sponsors, the Flourishing Leadership Institute, the Year of Vibrant Green Space Committee, the Stewardship Council, Working Groups, and all of our Summit participants for moving this initiative forward. We can’t do this without you.

Sincerely,

Frank G. Jackson, Mayor

Sustainable Cleveland Mission, Vision and Values

Together, we're building a thriving green city on a blue lake

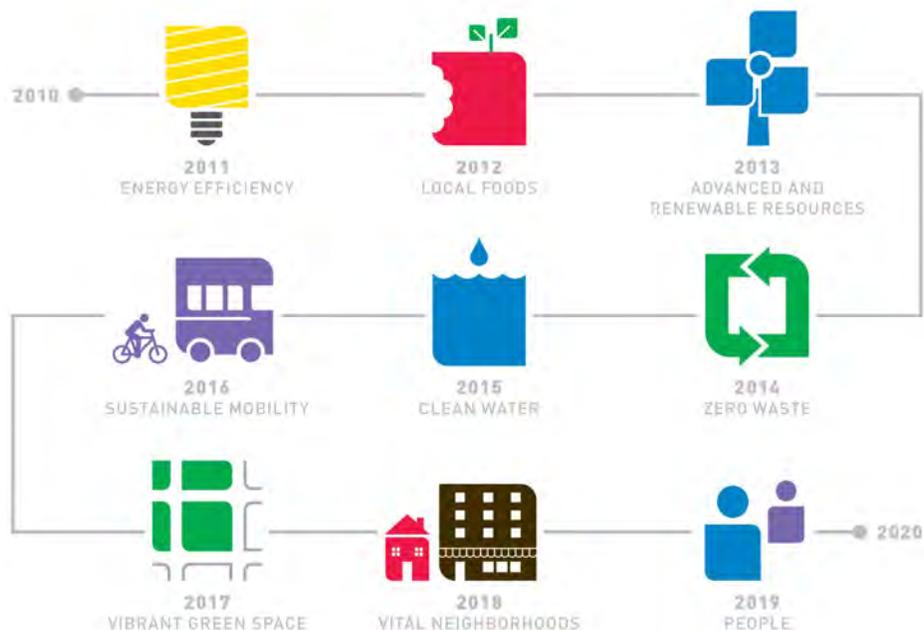
Mission: Sustainable Cleveland is a 10-year initiative that engages people from all walks of life, working together to design and develop a thriving and resilient Cleveland region that leverages its wealth of assets to build economic, social, and environmental well-being for all.

Vision: Cleveland will surprise, amaze, and inspire the world with its transformation to a bright green city on a blue lake. Determined people from every walk of life will work together to shape vibrant livable communities, innovative businesses, and a flourishing natural environment that will result in health, wealth, creativity, and economic opportunities for all.

Values:

- Dynamic and cumulative
- Combines a sense of urgency for action with positivity and kindness
- Inclusive, accessible, and welcoming
- Encourages persistence, determination, courage, and boldness
- Promotes creativity, innovation, and execution

Celebration Years: Every year leading up to 2019, Cleveland focuses on one of the key areas fundamental to a sustainable economy. The Sustainable Cleveland Celebration Years are designed to be accessible to all members of the community — households, neighborhoods, businesses, and institutions can all participate, either in collaboration or independently.



Summit Agenda

Wednesday, September 27, 2017

~2:00-2:30pm Registration and refreshments~

2:30pm — 4:15pm

Welcome from Mayor Frank G. Jackson

Remarks from our Presenting Sponsor

Ronn Richard, President & CEO, Cleveland Foundation

The State of Sustainable Cleveland 2019

Matt Gray, Chief of Sustainability, City of Cleveland

Celebrating Cleveland Metroparks 100-Year Anniversary

Joe Roszak, Chief Operating Officer, Cleveland Metroparks

Keynote Address

Mark Tercek, CEO and President, The Nature Conservancy

4:15pm — 5:30pm

Setting the Stage for 2019

Leon Bibb, Award-Winning Journalist and Broadcaster

What Does June 22, 2019 Mean to You? And How Might We Celebrate the 50th Anniversary of the Infamous Cuyahoga River Fire?

Facilitated by Jon Berghoff, Flourishing Leadership Institute

Wrap-up and Preview of Day 2

Kristin Hall, Director of Sustainability, City of Cleveland

~5:30-6:30pm Networking with hors d'oeuvres~

~music by Cleveland Classical Guitar Society~



Our Summit Task and Objectives

Cleveland is becoming a greener, healthier, and more vibrant city. It's now been eight years since the first Summit, and much progress has been made.

- Air quality has improved, which is especially important for those with asthma and other vulnerable populations;
- Better water quality has improved the health of fish in the Cuyahoga;
- At the same time, economic activity and recreation associated with the Cuyahoga continues to increase;
- We are on our way to completing the first freshwater offshore wind project in North America by 2019;
- Since 2014, we have installed nearly 70 miles of bike infrastructure;
- Cleveland is considered a national leader in creating a local food economy;
- We launched the Cleveland Tree Plan and established goal of 50,000 new trees by 2020, 30% canopy by 2040 (we are currently at 19%)
- **And since 2010, the city's carbon footprint has decreased while economic activity has improved, neighborhoods are rebounding, and the population has stabilized.**

But there is still much work to do. Whether it's inside City Hall, in the private sector, in the nonprofit sector and even at home, business-as-usual doesn't cut it. We must keep pushing forward to do our part for this City and this region to adapt and thrive. Now is no time to put on the brakes.

The Annual Sustainable Cleveland Summit is a way to renew our efforts, celebrate progress, spark **new ideas, engage new participants, and work toward our goals. This Summit's objective is to chart** the course through 2019 by working together to design actions around: Energy Efficiency, Local Foods, Renewable Energy, Zero Waste, Clean Water, Sustainable Transportation, Vibrant Green Space, Vital Neighborhoods, and People. We will do this by:

- Learning from local and global innovations to inspire our vision, design, and development of a thriving and resilient Cleveland;
- Celebrating and recognizing the progress and success of individuals, organizations and businesses in making measurable and meaningful progress;
- Building upon our assets in green space to expand and activate these areas;
- **Recognizing the strengths and resilience of Cleveland's neighborhoods as we continue to** improve the quality of life for every Cleveland resident, worker, and visitor;
- Working to integrate equity into everything we do; and
- Connecting great ideas to opportunities for project funding.



Breakout Topics on Day 2

On Day 2, participants will use the Appreciative Inquiry process to develop actions around a variety of sustainability topics. Each action area will help inform the 2017-18 update to the Cleveland Climate Action Plan, preparing for the 50th anniversary of the infamous Cuyahoga River fire in 2019, **the current Year of Vibrant Green Space, and 2018's Year of Vital Neighborhoods.**

ACTION AREAS

1. Planning for the 50th anniversary of the Cuyahoga River fire in 2019
2. Updating the Cleveland Climate Action Plan
3. Preparing for the Year of Vital Neighborhoods in 2018
4. Implementing the Cleveland Tree Plan
5. Accelerating the expansion of electric vehicles
6. Developing approaches to improving transportation safety
7. Creating an accessible green business recognition program
8. Supporting sustainability in multi-family housing (recycling, energy)
9. Reducing single-use disposable plastics (“Don’t Break the Lake”)
10. Supporting pollinator health in Cleveland and Northeast Ohio
11. Making the lakefront and green space more accessible
12. Crowd-funding your neighborhood-based climate action project



There's Money Behind Your Ideas

This fall, the Cleveland Climate Action Fund (CCAF) and Resilient Cleveland have teamed up again with In Our Backyards (ioby) to award \$1:\$1 matching funds to community projects that prepare Cleveland neighborhoods for the impacts of climate change.



As a part of the CCAF Crowdfunding Challenge, every dollar raised towards your ioby project could be matched up to \$5,000 (or until the funds run out)! This effectively doubles the resources available to resident-led projects and programs administered by community-based organizations all over the city.

Now let's turn those ideas generated at the Summit into reality!

To get started, tell us about your project at www.ioby.org/idea.

Projects

The Crowdfunding Challenge is designed to fund ideas that are innovative, practical, and sustainable. Projects should have an impact by reducing local emissions or making neighborhoods more resilient to the impacts of climate change. Projects often seek to improve awareness, build wealth, or support environmental justice and better health. Example project types include tree plantings, clean energy or energy efficiency, and sustainable transportation initiatives.

Timeline

Sep 27-28, 2017: Public Kickoff and opportunity to work on your project idea at the 2017 Sustainable Cleveland Summit

Nov 1, 2017: Deadline to submit your project at www.ioby.org/idea

Nov 30, 2017: Deadline to build your campaign page at www.ioby.org/project

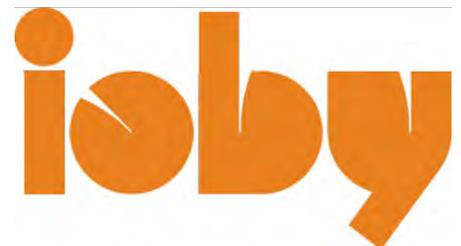
Dec 31, 2017: Deadline to receive 10 donations to your campaign page

Jan 19, 2018: Winners notified of match amounts

Feb 15, 2018: Crowdfunding campaign ends (fundraising stops)

By Feb 28, 2018: Check for amount fundraised + CCAF match grant arrives!

By Dec 31, 2018: Project implemented and results reported



Summit Keynote

MARK TERCEK, CEO and President of The Nature Conservancy

Mark Tercek is president and CEO of The Nature Conservancy, the global conservation organization known for its intense focus on collaboration and getting things done for the benefit of people and nature. He is the author of the Washington Post and **Publisher's Weekly** bestselling book **Nature's Fortune: How Business and Society Thrive by Investing in Nature**.

Growing up as a city kid in Cleveland, Mark was a late-bloomer to conservation. It was becoming a parent that sparked his **passion for nature**. “I want to be able to look my kids in the eye,” he says, “and tell them I did all I could to leave the world a better place.”



A former managing director and Partner for Goldman Sachs, where he spent 24 years, Mark brings deep business experience to his role leading the Conservancy. He is a champion of the idea of natural capital — valuing nature for its own sake as well as for the services it provides for people, such as clean air and water, productive soils and a stable climate.

Mark's leadership of TNC has been profiled in The New Yorker, Bloomberg BusinessWeek, the Wall Street Journal, The Atlantic, and Delta's Sky Magazine.

During his time at Goldman Sachs, Mark managed several of the firm's key units, including Corporate Finance, Equity Capital Markets and Pine Street, the firm's leadership development program. In 2005, after two decades as an investment banker, Mark was tapped to develop the **firm's environmental strategy and to lead its Environmental Markets Group.**

Inspired by the opportunity to help businesses, governments and environmental organizations work together in new, innovative ways, Mark left Goldman Sachs in 2008 to head up The Nature Conservancy.



#Stokes50cle

The City Of Cleveland is proud to be a partner in the year long, community-wide commemoration of **the 50th Anniversary of Carl Stokes' election as mayor of Cleveland.** Mayor Stokes and his brother Congressman Louis Stokes, played key roles in the advancement of the city and the nation through the civil rights movement and beyond. For more information visit: **www.stokes50cle.com**

LEON BIBB



Leon Bibb is a veteran journalist and broadcaster who worked for 16 years at WKYC-TV3 in **Cleveland before joining WEWS, Cleveland's ABC station in 1995.** He also worked in television stations in Columbus, Toledo, and Bowling Green, Ohio, during his long career, which began as a reporter for the Plain Dealer.

Leon has covered many national stories, including the Persian Gulf War, when he was imbedded with an Ohio-based Coast Guard unit. In 2011, he interviewed President Barack Obama in a one-on-one interview at the White House. Leon has also interviewed President George H. W. Bush, Neil Armstrong, and James Earl Ray, convicted assassin of Martin Luther King Jr. His continuing series of reports, **"My Ohio With Leon Bibb,"** airs several times a week on **WEWS NewsChannel 5.**

Leon has received six Emmy awards for his reporting and resides in the following halls of fame: Broadcasters, Cleveland Association of Broadcasters, Sigma Delta Chi Journalism (honorary), Cleveland Press Club, Ohio Association of Broadcasters, Bowling Green State University School of Journalism, and Glenville High School.

Outside of journalism, Leon has worked extensively as a theatre and film actor, a writer, as a chronicler of the history or jazz, and as a narrator with the Cleveland Orchestra and the Akron Symphony Orchestra.

Leon is a veteran of the U.S. Army, where he was awarded the Bronze Star for his service. He and his wife, Marguerite, are parents of two grown daughters.

Summit Facilitators

JON BERGHOFF

**Co-Founder and Managing Partner
Flourishing Leadership Institute (FLI)**

Prior to forming FLI, Jon led sales at Vitamix where, in less than five years, his division organically grew by 400%, and from 175 to over 600 team members. His large group facilitation work has brought him to Japan, the UK, South America, and Australia. He also teaches Appreciative Leadership and Emotionally Intelligent Negotiating through Executive Education at Case Western Reserve's Weatherhead School of Management. After growing up in Cupertino, CA, followed by eight years in the D.C. metropolitan area, Jon and his wife are certain that NE Ohio is unquestionably the best place to raise their three children.



To learn more about what Jon and the FLI Team are doing, visit: www.lead2flourish.com

A Note from David Cooperrider, Co-Creator of Appreciative Inquiry & Distinguished University Professor at CWRU:

Ask yourself three questions: What would you like to change or what big opportunity do you want to seize? How might you do it? And who could be the best in the world for partnering with you to make it happen? A global leadership report called the Appreciative Inquiry Summit “the best large group methodology in the world today.” I’ve worked with the team at FLI and seen the magic happen. Nobody does the large group AI Summit better.



Sustainable Cleveland Working Groups Open to All Residents

Vital Neighborhoods Working Group

Mission: To cultivate sustainable neighborhoods of choice where residents are engaged, empowered, enlightened, resilient, and self-reliant.

Contact: Marka Fields at Mfields@city.cleveland.oh.us

Website: www.facebook.com/vitalneighborhoods



ZeroWasteNEO

Mission: To provide education and resources to assist with achieving zero waste goals.

Contact: Kristin Hall at khall@city.cleveland.oh.us

Alternative Fuel Vehicle & Infrastructure Working Group

Mission: Increase the awareness and adoption of alternative fuel vehicles and supporting infrastructure in the City of Cleveland.

Contact: Anand Natarajan at anatarajan@city.cleveland.oh.us or Christina Yoka at cyoka@earthdaycoalition.org



CiCLEvia

Mission: A series of 1-mile open street events that will showcase unique neighborhoods, encourage people to be physically active, and raise awareness of the benefits of automobile-free infrastructure.

Contact: info@ciclevia.com
Website: www.ciclevia.com

Plastics Reduction Working Group

Mission: To raise awareness about the threat of plastic pollution to our land and waters and to empower citizens of all ages with solutions to reduce, reuse and recycle.

Contact: Cathi Lehn at clehn@city.cleveland.oh.us

Forest City Working Group

Mission: To provide resources and expertise to assist in the reforestation of the City of Cleveland and the region, to raise awareness about the many benefits of trees and to bring a new appreciation for trees to the residents of Northeast Ohio.

Contact: Cathi Lehn at clehn@city.cleveland.oh.us

Sustainable Cleveland Working Group “Graduates”

(Working groups that became businesses or non-profits)

Sustainable Cleveland Summit attendees are asked to provide input and commit to action around specific topic areas in sustainability. Working groups are comprised of individuals, organizations, and businesses working together throughout the year on projects, programs, and policies that are making Cleveland more sustainable. Since the start of the Sustainable Cleveland 2019 initiative, six working groups have “graduated” to become independent businesses or non-profits.

Cleveland 2030 District

Mission: Facilitating partnerships that will create high-performance, sustainable building districts throughout Greater Cleveland that aim to dramatically reduce the environmental impacts of building construction and operations and that will maximize Cleveland’s economic viability and profitability for building owners, managers, and developers.



Contact: Cindy Cicigoi at cindycicigoi@2030districts.org

Website: www.2030districts.org/cleveland

Cleveland Water Alliance

Mission: Forging collaborations among partners to collectively implement water education and outreach projects, and promote watershed and water-related organizations, programs, and events throughout Northeast Ohio.



Contact: Bryan Stubbs at bstubbs@clewa.org

Website: www.clevelandwateralliance.org

Campus District

Mission: Campus District Inc. connects Cleveland’s downtown campuses by leading, providing, and promoting community development services.



Contact: Bobbi Reichtell at breichtell@campusdistrict.org

Website: www.campusdistrict.org

Tunnel Vision Hoops

Mission: To improve the lives of farmers, families, and communities by providing products and services that support, develop, and encourage local food systems.



Contact: Carlton Jackson at carlton.jackson2010@gmail.com

Website: www.tunnelvisionhoops.com

Sustainable Cleveland Working Group “Graduates” (cont.)

(Working groups that became businesses or non-profits)

Upcycle Parts Shop

Mission: The Upcycle Parts Shop is dedicated to provoking creativity and promoting community through reuse.

Contact: Nicole McGee at hello@upcyclepartsshop.org

Website: www.upcyclepartsshop.org



Drink Local. Drink Tap

Mission: Inspires individuals to recognize and solve our water issues through creative education, events, and providing safe water access to people in need.

Contact: Erin Huber at erin@drinklocaldrinktap.org

Website: www.drinklocaldrinktap.org



Sustainable Cleveland Stewardship Council

In 2009, Mayor Frank G. Jackson created the Sustainable Cleveland Stewardship Council to advise the City on strategies to achieve the recommendations of the first Summit. The Council has helped to set priorities and to develop the Action and Resources Guide, the Performance Indicators, the Climate Action Plan, the celebration year concept, and the Communications Strategy.

Harriet Applegate, Executive Secretary, North Shore AFL-CIO

John Colm, Exec. Director, WIRE-Net

Stephanie Corbett, Director of Sustainability, CWRU

Margie Flynn, Principal and Co-Owner, Brown Flynn

Grace Gallucci, Executive Director, NOACA

Fred Geis, Co-Owner, Geis Companies

Eric Gordon, CEO, Cleveland Metropolitan School district

Matt Gray, Chief of Sustainability, City of Cleveland

Kristin Hall, Director of Sustainability, City of Cleveland

Frank G. Jackson, Mayor, City of Cleveland

Marc Lefkowitz, Acting Executive Director, GreenCityBlueLake Institute

Cathi Lehn, Sustainable Cleveland Coordinator, City of Cleveland

John Mitterholzer, Sr. Program Officer, Gund Foundation

Dave Nash, Founder, Corporate Sust. Network

David November, Sustainability Coordinator, Tri-C

Sarah O'Keefe, Sustainability Manager, University Hospitals

Vanessa Rodriguez, Regional Sales Coordinator, PNC Bank

Julian Rogers, Director of Community Partnerships, CSU

Morgan Taggart, Local food and agriculture expert

Rick Taylor, Corporate VP Environment, Health, Safety & Energy, Parker Hannifin

Jon Utech, Sr. Director, CCF Office for a Healthy Environment, Cleveland Clinic

Brian Zimmerman, CEO, Cleveland Metroparks



Cleveland Climate Action Plan

In 2013, the City of Cleveland completed a year-long process to develop the Cleveland Climate Action Plan (CAP), which outlined 33 actions towards emissions reductions and climate resilience. Focus areas included energy efficiency, renewable energy, waste, sustainable transportation, clean water and land use, and community engagement.



In 2017, in accordance with the commitment to update the CAP every four years, the Office of Sustainability is focused on doing just that in collaboration with Cleveland Neighborhood Progress, Brendle Group, ioby, and a Climate Action Advisory Committee (CAAC) made up of more than 60 organizations.

We are excited to partner with Cleveland Neighborhood Progress on the Year of Awareness Building. Each member of the CAAC is receiving training through the Racial Equity Institute. This will help establish the foundation for a shared approach to equitable climate action engagement, planning, and implementation.

The CAAC is working collaboratively through summer 2018 to:

- Apply an equity lens to the CAP update process
- Conduct workshops in ten neighborhoods previously under-represented in sustainability
- Connect climate and sustainability to green job potential and workforce development
- Analyze corporate environmental and social performance
- Improve resilience to climate change at the neighborhood level

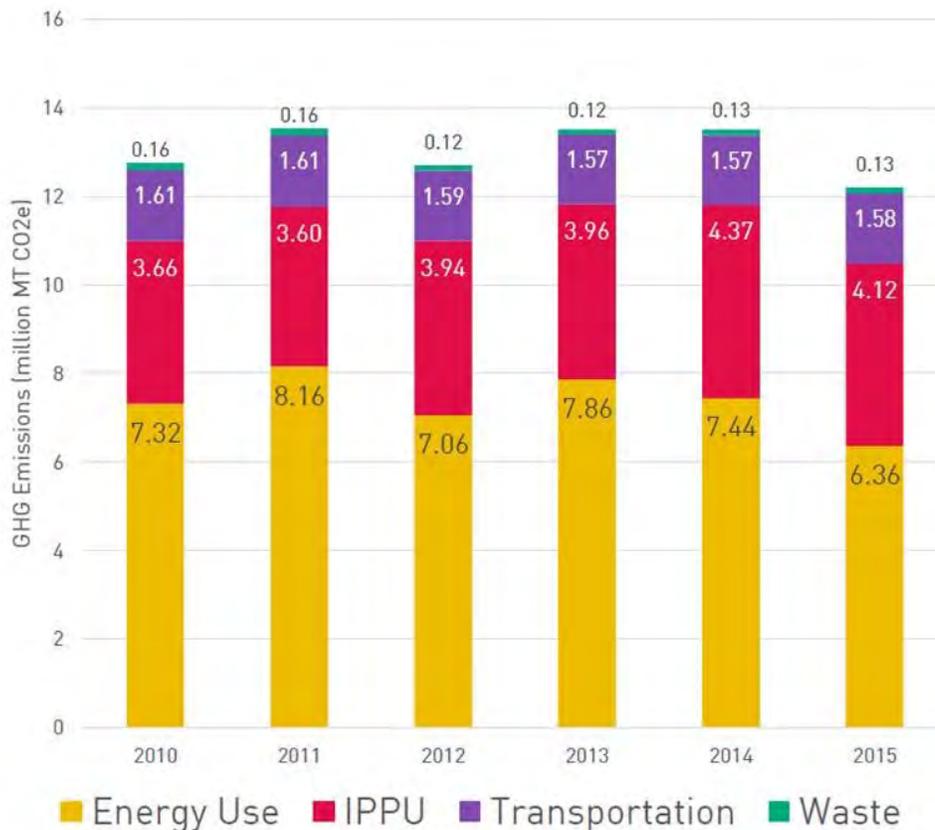


If this is of interest, consider participating in the “Crowdfunding your neighborhood climate action project” or “Updating the Cleveland Climate Action Plan” breakout sessions.

City of Cleveland Greenhouse Gas Emissions



Greenhouse gas (GHG) emissions for the City of Cleveland from 2010 to 2015 are shown below. Since 2010, the City has seen a 4 percent reduction in overall GHG emissions from 12.8 to 12.2 million metric tons of carbon dioxide equivalent (MT CO₂e). If industrial process emissions are not included, we see an 11% reduction in the overall city GHG emissions. This reduction has occurred while at the same time economic activity has increased in the region and population numbers have stabilized.



Note: GHG inventory reflects preliminary data provided by Office of Sustainability, with support from Brendle Group, for the Climate Action Plan update. Inventory is subject to change upon final data verification.

2017 — The Year of Vibrant Green Space



We define vibrant green space as an accessible and active public space that benefits all and connects people to place, nature, and one another. Vibrant green space improves the quality of place and quality of life for Cleveland's residents, while also serving as a main driver in economic prosperity.

Year of Vibrant Green Space Celebration Committee Members:

- Bike Cleveland
- Central Lake Erie Basin Watershed Partners
- ciCLEvia
- City of Cleveland
- Cleveland Metroparks
- Cleveland Neighborhood Progress
- Cleveland State University
- Cleveland Water Alliance
- Community Development Corporations
- Cuyahoga County Planning Commission
- Cuyahoga Soil and Water Conservation District
- Davey Tree Resources
- Earth Day Coalition
- Forest City Realty Trust
- GardenWalk Cleveland
- GreenCityBlueLake Institute
- Holden Forests and Gardens
- Key Bank
- LAND Studio
- Northeast Ohio Areawide Coordinating Agency
- Northeast Ohio Regional Sewer District
- ODNR Urban Forestry
- Ohio Sea Grant and Stone Lab
- OSU Extension
- Public Square Cleveland
- PwC
- The Nature Conservancy
- The Trust for Public Land
- U.S. Forest Service
- University Hospitals
- Western Reserve Land Conservancy
- YMCA

Mission: To elevate the conversation around green space as a regional asset, forging collaborations among partners to collectively: (1) Identify and implement initiatives that can be completed during the Vibrant Green Space celebration year in 2017, (2) Spark ideas that lead to completion in later years, and (3) Celebrate what we've already accomplished together.

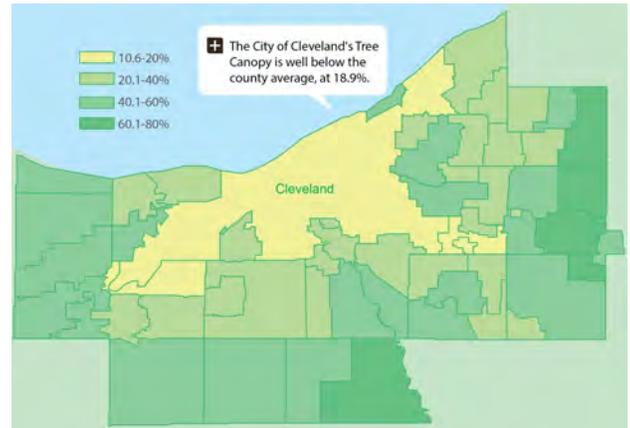


Year of Vibrant Green Space Highlights



The Cleveland Tree Plan– Growing our Urban Tree Canopy

Tree Canopy is the layer of branches, leaves and stems of trees when viewed from above. Tree canopy provides many benefits to communities, including increased property values, decreased storm water runoff, energy savings, reduced urban heat island effect, reduced stress and more. In 2013, the Cuyahoga County Planning Commission conducted a **tree canopy assessment that measures Cleveland’s tree canopy at 19.2%, well below the County average.** **To help become the “forest city” once again, the City of Cleveland collaborated with four local non-profits and a wide range of stakeholders to develop the Cleveland Tree Plan.**



Source: Cuyahoga County Planning Commission's 2013 Urban Tree Canopy Assessment

Cleveland Tree Plan Accomplishments:

- Formation of The Cleveland Tree Coalition and beginning implementation of the Action Steps outlined in the Cleveland Tree Plan.
- **On behalf of the Cleveland Tree Coalition, Mayor Jackson announced the City’s tree canopy goal to grow the City’s canopy from 19 to 30 percent by 2040. The Coalition will plant more than 50,000 trees in Cleveland by 2020. The City of Cleveland commits to planting and maintaining 5,000 of those trees.**
- WRLC worked with Clevelanders to plan for and repurpose 29 vacant parcels of land into side yards, community green spaces, and memorial gardens.

Year of Vibrant Green Space Highlights

Cleveland Tree Plan Accomplishments (cont.):

- Over 40 Arbor Day events were planned across the region in April 2017.
- Led by WRLC, Cleveland Tree Coalition partners gave 1,000 tree saplings away at EarthFest 2017.
- As part of ReForest Slavic Village, community members planted trees at an Earth Day event at the Boys and Girls Club.
- Sherwick Tree Steward Trainings, a course offered by Holden Forests and Gardens and Western Reserve Land Conservancy (WRLC), has reached out to 439 individuals and celebrates 130 graduates. More than 1,000 trees have been planted, established and maintained across Greater Cleveland through this course.



- WRLC partnered with a number of community and corporate organizations, including block clubs in Mt. Pleasant and Woodland Hills, to take ownership of lots in their neighborhoods, to transform vacant parcels into productive green spaces and plant robust trees throughout the city.
- The Northeast Ohio Regional Sewer District planted 285 trees since the launch of the Cleveland Tree Plan and has plans to plant 850 trees by 2020.
- Cleveland Clinic planted 134 trees across its main campus property in 2017, after planting 850 in 2016.
- Cleveland Clinic rolled out a program to give caregivers free trees to plant on their personal property and 500 trees were distributed between Arbor Day and September.
- Cleveland State University created an interactive, online tree tour, showcasing the variety of tree species on campus.

Year of Vibrant Green Space Highlights

Year of Vibrant Green Space Accomplishments

- Year of Vibrant Green Space Kickoff held in the Cleveland City Hall Rotunda.
- City of Cleveland completed a parks assessment for over 100 parks in the City that will be used for long-term planning for each site.
- Cleveland Metroparks celebrated its 100th year anniversary with hundreds of programs offered at its 18 reservations.
- Cleveland Hopkins International Airport unveiled two green (or vegetated) roofs with the help of a grant from the U.S. EPA.
- The Northeast Ohio Regional Sewer District (NEORS) updated their green infrastructure policy in 2017. They have supported 55 green infrastructure projects to-date, including Slavic Village Demonstration Project and the Fairhill-MLK Green Infrastructure Ambassador Project
- **Over 40 Cleveland Metroparks' volunteers donated 140 hours at Scranton Flats to remove non-native invasive plants, install numerous native plants and gathered trash floating along the water's edge.**
- Cleveland Metroparks worked with contractors to install a floating wetland and other aquatic plants to improve fish habitat within the federal navigation channel of the Cuyahoga River.
- ciCLEvia hosted four open street festivals in Cleveland neighborhoods in 2017.
- Through the leadership of Cleveland Metroparks, The Trust for Public Land, LAND studio, and the City of Cleveland, the second phase of the Cleveland Foundation Centennial Lake Link Trail opened in the summer of 2017. With its completion, the Flats trail network is one step closer to connecting the Towpath Trail with the Lake Erie Shoreline and Wendy Park.
- Climate-Smart Cities™ GIS based model has been created by The Trust for Public Land for the City of Cleveland. Working with leaders from across the city, the program provides an analysis to help the city meet climate challenges by informing how multi-benefit green infrastructure solutions can integrate with park and infrastructure investments with a focus on equity and public health.
- The Nature Center at Shaker Lakes had a successful Summer Youth Stewardship program. The teens helped keep invasive plants from taking over the 5-acre marsh and kept the Nature Center trash-free.



Year of Vibrant Green Space Highlights



Year of Vibrant Green Space Accomplishments (cont.)

- Vibrant Green Space Pechakucha, hosted in July 2017 at the Music Box Supper Club.
- **City of Cleveland’s Park Score® ranking amongst the top 100 cities in the U.S.** has improved in 2017 over the 2016 Trust for Public Land rankings. The City scored high in park spending per capita and number of amenities in parks, and provides a park within a ten minute walk of 80% of residents.
- Cuyahoga County launched Cuyahoga Greenways, an effort to develop a county-wide trail and open space network.
- Many exciting projects made significant progress in 2017, including Irishtown Bend and Case **Western Reserve University’s new greenway.**
- **More than 1,000 people attended the Harvard Community Services Center’s Jazz for Harvard: Healing Arts** event at JoAnn Park. The Center shines a spotlight on underused parks within the community and highlights each parks unique design and amenities.
- GardenWalk Cleveland, a free, self-guided tour of private and community gardens in Cleveland neighborhoods, was back again in 2017 and showed over 150 gardens on the tour in four neighborhoods: Detroit-Shoreway, North Collinwood, Slavic Village and West Park.
- Holden Arboretum Green Corps program provided an urban agriculture experience for area high school students on five **urban farms located in Cleveland’s eastside neighborhoods.**
- The Northeast Ohio Areawide Coordinating Agency (NOACA) launched Gohio Commute, a new sustainable transportation website to reduce drive-alone trips and emissions, and clean the air in Northeast Ohio.
- NOACA approved a \$15.8 billion plan for transportation in the **region over the next 20 years. “AIM Forward 2040” directs more than 90 percent of funds toward** maintenance of existing infrastructure and investing in transit and livability projects.
- **NOACA’s Transportation for Livable Communities Initiative (TLCI) has invested \$11 million in** livability projects, leveraging an additional \$450 million in economic development to make our communities more sustainable, healthy and desirable places to live and work.



For additional Vibrant Green Space accomplishments, or to share your own success story, visit: www.sustainablecleveland.org

Year of Vibrant Green Space Indicators

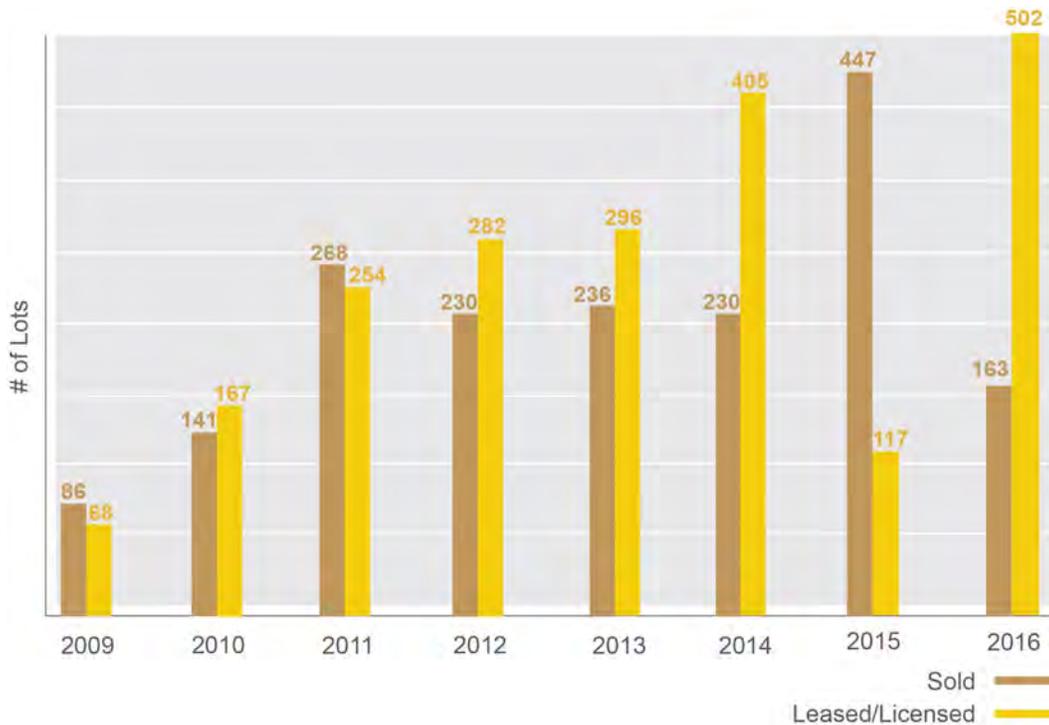
Below are a series of Sustainable Cleveland Indicators related to vibrant green space in Cleveland and Northeast Ohio. For the full list of key indicators, visit:

www.SustainableCleveland.org/dashboard

Blights-to-Assets

Blighted buildings and vacant lots can create unattractive neighborhoods and invite vandalism and other crimes. Sustainable Cleveland seeks to turn these spaces into community assets. The data below shows the sale and lease of the city's vacant lots, a number that we aim to increase over time.

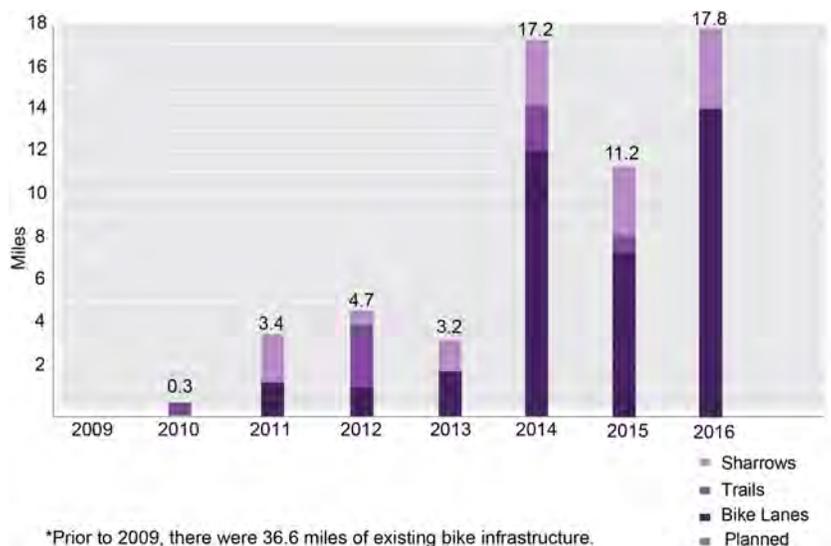
Source: City of Cleveland



Increased Bicycle Infrastructure

The City of Cleveland has a goal to create bicycle infrastructure that connects every neighborhood to a network of bicycle lanes, trails and green space. This plan aligns with the **City's capital improvement plan** and will increase the bikeway network by 70 miles over four years (2014- 2017).

Source: City of Cleveland

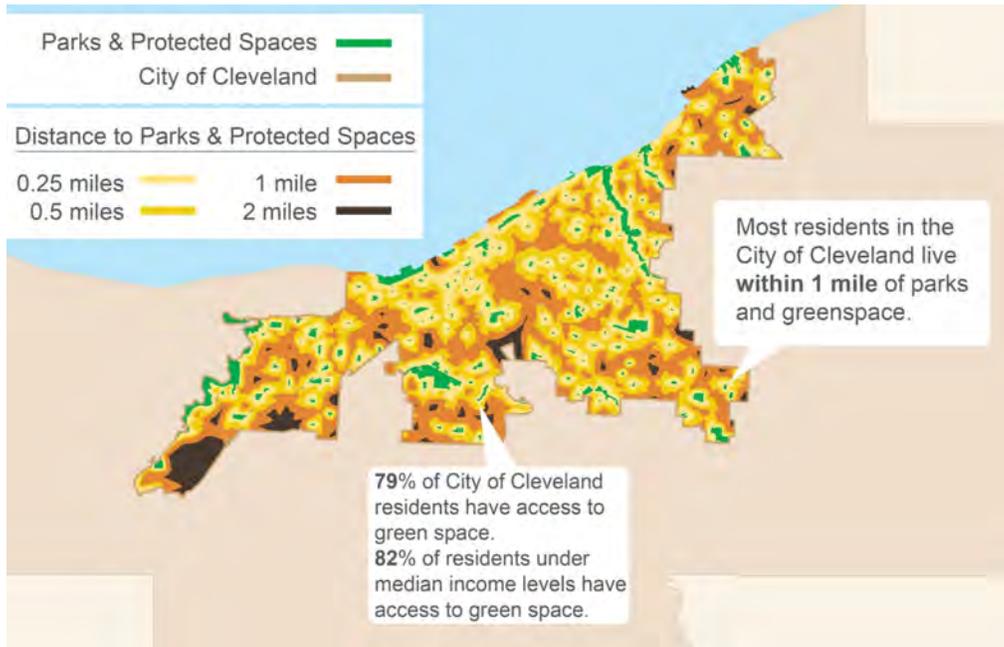


Vibrant Green Space Indicators

Access to Green Space

Access to green space and recreational areas is one of the many aspects of a healthy, livable city. Sustainable Cleveland wants to ensure that everyone across the city has access to a park, community garden, or other recreational facility within walking distance. Approximately 79% of Clevelanders live within a ten-minute walk of a public park.

Source: City of Cleveland; Trust for Public Land



Clean Water

More green space/infrastructure can go a long way to making our water cleaner, especially in the face of climate change. The number of water advisories is one metric to assess water quality.

Source: Ohio Department of Health



2018 is the Celebration Year of Vital Neighborhoods

Vital neighborhoods are necessary to ensure a high quality of life, a main driver of prosperity in our modern economy.

Vital neighborhoods have local businesses and a high level of density with mixed use and affordable housing. They are safe and attractive with common green space and allow for civic engagement and relationship building.



Vital neighborhoods are the foundation for healthy lifestyles with a walkable urban center that is safe and pedestrian friendly where residents and visitors are encouraged to go outside, get exercise, and meet up with neighbors in informal settings. This in turn supports better health and a sense of belonging and community.

If you would like to join the Vital Neighborhoods Working Group, contact: mfields@city.cleveland.oh.us

If you would like to join Vital Neighborhoods Celebration Committee, contact: clehn@city.cleveland.oh.us

And consider joining the Day-2 breakout session on Vital Neighborhoods!



Cleveland Area Alternative Fuel - Fleet Feasibility Study and Vehicle Demo

The City of Cleveland, Cuyahoga Metropolitan Housing Authority, and University Circle Inc., are working collaboratively on a comprehensive fleet feasibility study led by the City of Cleveland, focused on identifying and implementing alternative fuels and efficiency technologies in their respective fleets and the region. The study is funded by the Ohio Development Services Agency’s “Local Government Innovation Fund” and is being managed by the local clean transportation energy nonprofits - Clean Fuels Ohio and Earth Day Coalition. Draft studies are currently under review, which detail the available alternative fuel and efficient vehicle technologies available to the fleets, implementation costs, total cost of ownership, environmental benefits, and potential return on investment/cost saving scenarios for deployment in regional fleet operations. Demonstrating a regional collaborative model is also an important component of this study.



The City of Cleveland is also partnering with Clean Fuels Ohio and Earth Day Coalition in the Midwest DRIVES Initiative, a U.S. Department of Energy-funded program focused on demonstrating alternative fuels and fuel-efficient technologies to fleets across Ohio, Indiana, and Michigan. The City is completing free demos of three vehicles equipped with data loggers - a dedicated electric (EV) Nissan Leaf sedan, a Propane Autogas powered Ford F-250 pickup truck, and a Compressed Natural Gas (CNG) Chevy Trax SUV. Qualitative and quantitative information from this demo will be incorporated into the ongoing Fleet Feasibility study.

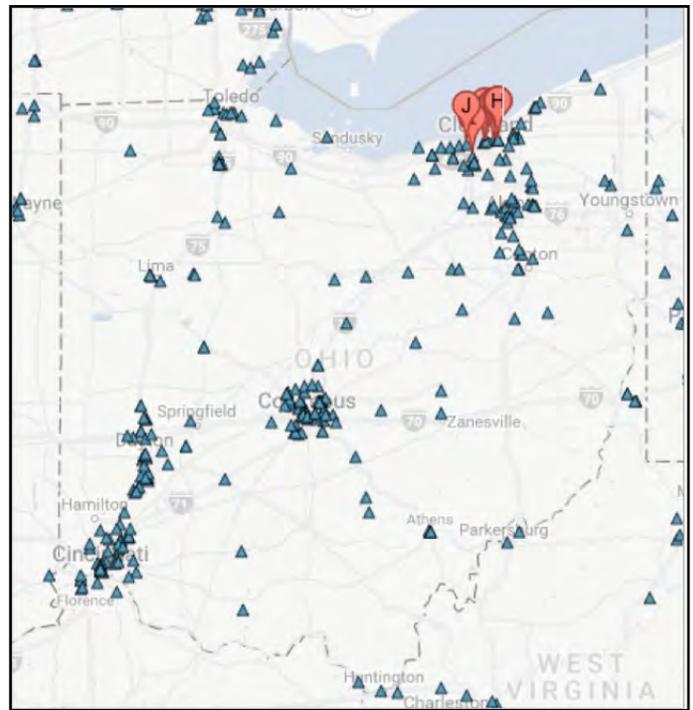


Electric Vehicle Charging Station Infrastructure

The City of Cleveland has been an active participant in the Cuyahoga County Electric Vehicle Deployment Task Force that is working to identify opportunities for electric vehicle infrastructure installations and vehicle **deployment**. **Since last year's Summit, there** has been at least one public access station installed and plans are underway for additional public and private stations (including the City of Cleveland). In 2016, City of Cleveland residents represented 59% of overall electric vehicle purchases in Cuyahoga County, which is up from 44% the previous year (2015 and 2016 IHS Polk Data).



	Public Stations	Private Stations
Cleveland	9	4
Columbus	39	8
Cincinnati	34	9



The number of publicly accessible and private electric vehicle charging stations in Cleveland, Columbus and Cincinnati are compared in this table and shown graphically on the map. Across Ohio, there are approximately 500 charging stations and Cleveland represents 1% of that market.

Source: Ohio EV Infrastructure Map taken from the Alternative Fuels Data Center.

To participate in the EV Task Force, email Christina Yoka at: cyoka@earthdaycoalition.org

Don't Break the Lake Plastic Marine Debris Reduction Campaign

Lake Erie is the primary source of water for drinking, bathing, washing, and recreation for Cleveland and the surrounding regions.

Unfortunately, however, plastic pollution is a serious threat to our fresh water source. Most of the plastic found in the Lake comes from land-based sources, including single-use disposable plastic water bottles and bags.



You can make a difference simply by switching to reusable water bottles and shopping bags, and **encouraging those around you to do the same**. Let's do our part to protect one of our region's greatest assets—Lake Erie!



Don't leave the house without your reusable water bottle filled with Cleveland tap water! It's better for the Lake, better for the environment and can save you hundreds of dollars every year!



Always bring your reusable shopping bags to the store! They're more durable than plastic bags and help demonstrate your commitment to keeping plastic debris out of our Lake and waterways.

Our Lake. Our Choice.
dontbreakthelake.org

in partnership with:



Youth Sustainability Leadership Program

The Youth Sustainability Leadership Program (YSLP) is a collaborative effort started in 2016 to engage Cleveland high school students in sustainability and community engagement. YSLP introduces Cleveland youth to the concept of sustainability, and helps identify ways for them to get involved with sustainability at home, at school, and in their community.

As part of the YSLP, 50 youth have been invited to attend the Sustainable Cleveland Summit. Thanks to generous support from The Cleveland Foundation, selected youth leaders will experience the impact of the 10-year initiative and have the opportunity to interact with leaders in the Sustainable Cleveland community. During this process, students will be guided by members of the City of **Cleveland Mayor's Office of Sustainability and a team of community stakeholders to design** sustainability projects that will have a positive impact on their school, peers, or community.

YSLP students will:

- Gain exposure to the concept of sustainability, including higher education and career opportunities;
- Become leaders on sustainability at home, at school, and in the community;
- Receive mentoring from community stakeholders devoted to sustainability to advance work on environmental issues in Greater Cleveland;
- Have the opportunity to share the knowledge and skills gained from the YSLP with peers through positive action and encouragement;
- Attain volunteer credit hours and earn Mayoral recognition;
- Strengthen college admission applications and resumes by gaining valuable organization and leadership skills; and
- Earn a digital badge for leadership in sustainability.



Thank you to our *Blue Lake* Sponsors



Cleveland Clinic

Located in Cleveland, Ohio, Cleveland Clinic is a nonprofit, multispecialty academic medical center that integrates clinical and hospital care with research and education. Cleveland Clinic was founded in 1921 by four renowned physicians with a vision of providing outstanding patient care based upon the principles of cooperation, compassion, and innovation. Today, with more than 1,440 beds at its main campus and more than 4,450 total beds throughout the system, Cleveland Clinic is one of the largest and most respected hospitals in the country. As a leader in the healthcare industry, Cleveland Clinic is accountable for social, environmental and economic impacts.

Learn more at clevelandclinic.org/ungc



Northeast Ohio Regional Sewer District

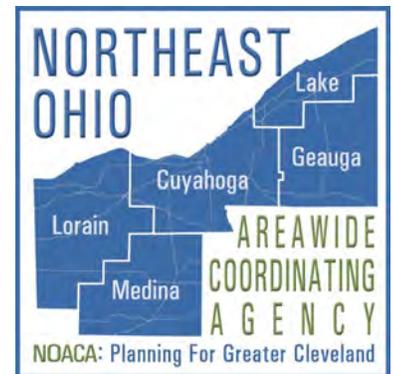
The Northeast Ohio Regional Sewer District (NEORS) is an environmentally responsible organization established in 1972 to convey and treat wastewater in Cleveland and surrounding communities. A leader in wastewater management, NEORS has an operating budget of over \$200 million, and an employee population of over 600 people. In 2011, NEORS launched Project Clean Lake, a 25-year \$3 billion federally mandated construction program set to reduce the amount of raw sewage overflows into area waterways.

Learn more at: www.neorsd.org

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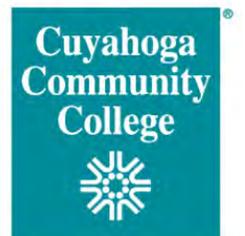
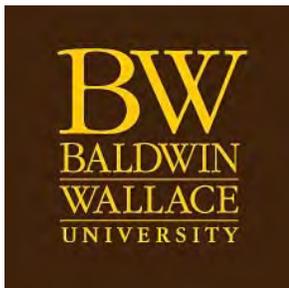


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SUSTAINABILITY

DIX & EATON



Cleveland
Neighborhood
Progress



Thank you to our *Partner* Sponsors



Thank you to our *Zero Waste Sponsor*



Thank you to our *YSLP Partners*



ATTENTION: This Summit is a ZERO WASTE Event!!

Our goal is to divert at least 90% of our event waste from landfills through recycling and composting. All food and beverage materials provided are either recyclable or compostable. Please help us reach our zero waste goal by disposing of waste materials properly. Zero waste stations are located on the

sides of the room and zero waste volunteers are here to help if you have any questions about what goes where.



Please Note: The plastic cups provided for beverages are NOT recyclable. They must go in the compost bins.

For more information on hosting zero and reduced waste events visit: www.sustainablecleveland.org/zerowasteeventguide

COMPOSTABLE ITEMS:

- Food Waste
- Plates
- Napkins
- Cups*
- Silverware

RECYCLABLE ITEMS:

- Aluminum Cans
- Plastic or Glass Bottles brought to the event
- Paper and Cardboard

LANDFILL ITEMS:

- Plastic films and wrappers
- Styrofoam
- Other waste brought to the event that is not compostable or recyclable





2017 Sustainable Cleveland Summit

Day 2 Worksheet

A NEW PARADIGM FOR ENABLING POSITIVE CHANGE IN OUR COMMUNITIES

Paradigm 1: Problem Solving (Deficit-Based)	Paradigm 2: Appreciative Inquiry (Strengths-Based)
Felt A Need “What is wrong?”	1. DISCOVER “Valuing the best of what is”
Analysis of Causes “How did we get here?”	2. DREAM “What might be?”
Analysis of Possible Solutions “How do we fix this?”	3. DESIGN “How might we?”
Action Planning “Let’s restore working order”	4. DEPLOY “What will be, what next?”

“What matters most is not our competitive advantage at a single point in time, but it is our _____ advantage over time.”

Larry Page & Sergey Brin, Co-founders of Google

DISCOVERY & DREAM PART 1

Focus Questions

QUESTION 1: Where are we thriving? Reflecting on your work and life in Cleveland and the broader region, you've probably seen a number of examples, real efforts, that are contributing in some way to "An Economic Engine that Empowers A Thriving Green City on A Blue Lake". Pick one example, a specific story that you can share, that brings to life an effort that did, or still is, supporting a positive future for our region.

QUESTION 2: What images of the future do you want to help create? Reflect for a moment on the topic that you are interested in working on today. (See next page for a list.) In the possible area of your interest, what images of the future cause you to most fully come alive? What possible accomplishments, visions or aspirations give you a sense of pride, meaning, and/or fulfillment?

Or, if you don't have a specific area that you are yet focused on, what future images, in general, of a Sustainable Cleveland, a "green city on a blue lake", give you the greatest sense of meaning and purpose?

DESIGN PART I

Opportunity Areas Brainstorming

PURPOSE: To brainstorm as many ideas as possible related to your group's opportunity area, and/or the specific sub-topics of your opportunity area. What ideas move us in the direction of our future visions and dreams for Sustainable Cleveland 2019?

TASK

STEP 1: Organize Around Our Opportunity Area (5 Minutes)

Get *physically* organized!

- a) Opportunity Area groups move into an intimate, tightly structured semi-circle. If the group has more than 15-20, bring everybody as close as possible.
- b) Make sure each participant has Post-It Notes and a marker in hand.

STEP 2: Topic Leader Summary Presentations (5 Minutes)

If our Opportunity Area has a pre-existing working group or Subject Matter Expert, they will share:

- a) What is happening well already in this area? (2 Minutes)
- b) What are 2-3 positive visions or images of the future in this area? (2 Minutes)
- c) What are the two or three subtopic areas where the broader group can brainstorm around? These should be identified on the large foam core board. (2-3 Minutes)

STEP 3: Begin "One Conversation" Brainstorm (25-35 Minutes)

- a) One at a time, participants place a Post-it note (word or short phrase) on the board, near the designated topic or sub-topic. Some ideas might fit into an "other" category. (Most groups will have 1-3 predetermined, clearly defined sub-topics.)
- b) As ideas are posted, participants turn to the group and quickly summarize their idea.
- c) Encourage speed, quantity, and idea flow. Participants may build on each other's ideas.

STEP 4: Clarify & Commit Into Sub-Groups (10 Minutes)

- a) If the larger Opportunity Area did not start off with pre-defined sub-groups, this is the time to clarify if themes or patterns emerged, to break a larger group into sub-groups, before DESIGN PART II in the afternoon.
- b) Once sub-groups are clear, participants now self-organize into identifiable sub-groups that will work together for the remainder of the day.
- c) If brainstorming brought out a new sub-group or re-defined a previously stated one, re-state the new name for the sub-group.

CONSIDER RE-ORGANIZING WHERE YOU SIT FOR LUNCH, TO EAT WITH YOUR SUB-GROUP THAT YOU WILL WORK WITH AFTER LUNCH!

DESIGN PART II

Rapid Prototyping

PURPOSE: To focus in on and take the most promising areas from the brainstorming session and build an initiative-- a prototype of it--- to help us realize our visions. The goal is to begin prototyping an initiative (or part of it) in your opportunity area or sub-topic, which has real value for realizing the fullest potentials for Sustainable Cleveland 2019.

TASK

Note: Select a Discussion Leader, Timekeeper, Recorder, and Reporter.

1. **SUMMARIZE IDEAS [5-10 minutes]:** Do a quick read and clustering of the promising ideas or combination of ideas from the brainstorming session. Think about ideas that can be designed into something that is tangible, a value creation initiative. Prioritize based on innovation potential, passion, and sustainable benefits.
2. **DECIDE PROTOTYPE IDEA/TOPIC [5-10 minutes]:** For the sake of building at least one prototype, narrow and prioritize the brainstormed list. One way to do this is to use colored “dots” and have each group member take five dots and place them on the items they most want to work on (someone could put all five dots on one item, or they could vote for five different items).
3. **SUB-DIVIDE IF APPROPRIATE:** If the prototype has several discrete elements, you might want to form sub-groups to work on different pieces. There can be more than one prototype of a given opportunity area or sub-topic.
4. **BUILD THE PROTOTYPE [45-60 minutes]** and make it come to life, for example:
 - A drawing
 - A storyboard
 - A three dimensional model
 - A creative portrayal such as “a day in the future” or breaking news feature
 - A business proposal format

OUTPUT

Be prepared to give a 2-3 minute presentation of the prototype to the whole group. After your demonstration, we’ll ask you to name the discrete design elements or big ideas you included. Be ready to make the case for the initiative you are prototyping.

Notes

Notes

Notes

A special thank you to the Flourishing Leadership Institute and the Fowler Center for Business as an Agent of World Benefit



FLI is the leading design and facilitation partner of large group Appreciative Inquiry Summits globally. FLI serves as the Official Design and Facilitation Partner of the Global Forum for Business As An Agent of World Benefit (hosted by Case Western Reserve University), and partner of high-purpose organizations, including Fairmont Santrol, Clarke, St. Thomas Health, Fortec Medical and Keller Williams Realty.

FLI is also the creator of the L.E.A.F. Certification - Leading with Experiential Appreciative Facilitation. L.E.A.F. brings the best of Appreciative Inquiry and Experiential Facilitation training **into a practical and customizable “operating system” for managers, leaders and facilitators to bring into every meeting and convening they host.**

To learn more about FLI, please visit: www.lead2flourish.com

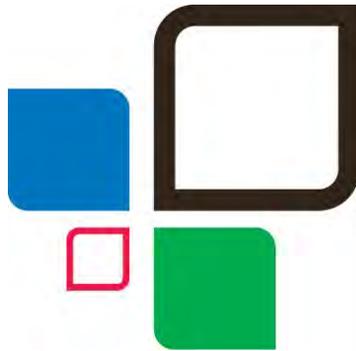
To learn more about the L.E.A.F. Certification, please visit: www.lead2flourish.com/training

"The world is calling for this. The LEAF Certification represents the future of how managers and leaders will generate authentic and lasting engagement."

- David Cooperrider, Creator of Appreciative Inquiry



The Fowler Center for Business as an Agent of World Benefit exists to advance the **scholarship and practice of flourishing enterprise**. The Fowler Center's primary focus is on for-profit organizations that use their core activities to create value for society and the environment in ways that create even more value for their customers and shareholders; its primary vehicle for effecting change is Positive Organizational Science and Appreciative Inquiry.



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