

# NEIGHBORHOOD CLIMATE ACTION TOOLKIT

*An Assets-Based Approach to Building*

*Thriving and Healthy Neighborhoods in Cleveland*



This Toolkit is intended to help neighborhoods and residents take actions to advance their neighborhood goals while also furthering Cleveland’s climate action goals. The toolkit includes materials and practices to help neighborhoods:

1. Learn about Cleveland’s Climate Action Plan
2. Identify neighborhood assets and concerns and relate them to climate action
3. Develop neighborhood climate action project ideas
4. Develop a neighborhood climate action project proposal

## TOOLKIT APPROACH

People power is the answer to true and lasting climate action in Cleveland. The Cleveland Neighborhood Climate Action Toolkit is intended to help neighborhoods and residents take actions to advance their goals while also furthering Cleveland’s climate action goals. The Toolkit takes an asset-based approach to neighborhood climate action. It helps neighborhoods build on their strengths, or assets, to engage residents in developing creative climate action projects that people will care about, get involved in, and lead.

Examples of assets include strong local organizations, block clubs, people’s skills and passions, historical buildings, popular gathering places, thriving natural areas, family traditions (of saving/being frugal, gardening, sharing, etc.), community history of coming together to address big challenges—and more!

Projects that build on local assets inspire greater participation and ownership and are tailored to the neighborhood, resulting in more creative climate action that better addresses neighborhood aspirations. The Toolkit approach addresses neighborhood concerns beyond climate. Climate action projects can address a wide array of neighborhood concerns, such as youth development, safety, job training, passing down cultural traditions, and more.. The Toolkit approach leads to projects that link action around climate with action around other local concerns.

The Toolkit approach includes four steps—and tools to help you with each step:

<p>1. Learn about the Climate Action Plan</p>	<ul style="list-style-type: none"> <li>• Presentation Slides: “Climate Action and Cleveland: Building a Green City on a Blue Lake”</li> <li>• Climate Action Videos</li> <li>• Guide to a Climate Friendly Diet</li> </ul>
<p>2. Identify Neighborhood Assets and Concerns and relate them to Climate Action</p>	<ul style="list-style-type: none"> <li>• Climate Action Collages (use ours or develop your own)</li> <li>• “I am Sustainable Cleveland Posters” discuss or create your own</li> <li>• Neighborhood Carbon Footprint Calculator</li> <li>• Neighborhood Climate Action Case Studies</li> </ul>
<p>3. Develop a Neighborhood Climate Action Idea</p>	<ul style="list-style-type: none"> <li>• Workshop Facilitators Guide: Work with your neighbors to develop your own Climate Action Project</li> <li>• Neighborhood Carbon Reduction Calculator</li> </ul>
<p>4. Develop a Neighborhood Climate Action Project Proposal</p>	<ul style="list-style-type: none"> <li>• Proposal Development Template</li> <li>• Cleveland Climate Action Fund</li> </ul>

There is no set timeline for taking these steps. Different groups will spend more or less time on each step, depending on a variety of factors, such as their level of familiarity with climate change and sustainability, how much they already collaborate with neighborhood organizations, and existing knowledge about residents’ assets and concerns.

**Getting Started** In addition to exploring the different tools in the Toolkit, one easy way to begin thinking about developing your own neighborhood climate action project, is to read through the [Workshop Facilitator’s Guide](#). The Guide provides instructions for conducting a two-hour workshop that takes a group through the first three steps listed above. The activities explained in the Guide can also be undertaken separately, outside of a workshop format.

# TOOLS

The neighborhood climate action tools are meant to assist you and your neighbors to take climate action and improve quality of life. The tools can be used to facilitate workshops, spark conversations, or to link climate education into existing activities (e.g., gardening, affordable housing). You can also use them simply as resources for learning about climate change and getting more information on climate action in Greater Cleveland.

The approach to neighborhood action includes four major steps, with resources to help you or your neighborhood organization take each one. Use these tools as a foundation for creating projects that are most important to you. All the tools are included as links in this document and can be downloaded, saved or printed as needed.

## Step 1 – Learn about Climate Change in Cleveland

- **“Climate Action and Cleveland: Together, We’re Building a Green City on a Blue Lake” Presentation** Learn about how climate change is impacting Greater Cleveland and what you can do to help. The presentation slides include discussion questions to help you give the presentation yourself at a neighborhood meeting. You can download the slides as a PowerPoint file ([ppt](#)), or as PDF file ([pdf](#)).



- Alternatively, you could show the two presentations found here which provide an [overview of climate change](#) in Cleveland and [climate adaptation at a neighborhood scale](#).
- **Climate Action Videos:** [This 16-minute video](#) highlights how everyday people are taking action at home, at work, and in their community to make a thriving and healthy Cleveland. Shorter clips are also available on the following topics:

- Commercial and Industrial Leadership in Sustainability
- Homes and Small Businesses
- Clean Water, Waste Reduction and Resource Conservation
- Local Food
- Biking and Carpooling



- **Guide to a Climate Friendly Diet:** This 2-page guide highlights easy steps you can take to eat healthier, support the local economy, and reduce carbon emissions.
- **Neighborhood Action Reports:** These reports on Cleveland’s two EcoDistrict neighborhoods, **Detroit Shoreway** and **Kinsman**, highlight neighborhood assets and next steps.

## Step 2 – Identify Neighborhood Assets and Concerns, and Relate Them to Climate Action

- **Climate Action Visual Collages:** Use photographs of climate-friendly practices, taken primarily in Greater Cleveland, to have conversations with residents about what they are already doing that is climate-friendly, what more they want to do, and what barriers they encounter. You can also use the collages to get inspired and/or make your own neighborhood-specific collages. There is one collage for each of the six Climate focus areas:

- Community Engagement & Public Health
- Energy Efficiency & Green Building
- Sustainable Transportation
- Waste Reduction & Resource Conservation
- Land Use & Clean Water
- Advanced & Renewable Energy



- **Neighborhood Climate Action Case Studies:** Explore how climate action is improving quality of life in three Cleveland neighborhoods. These case studies describe actions taken by members of the neighborhood and how they build on assets, address concerns, use outside support, and relate to climate change.

- Bridgeport Café
- Colfax Garden
- Urban Agriculture Innovation Zone
- Bridge Brigade Block Club
- EcoVillage Townhomes
- EcoVillage Produce, LLC
- The Engagement Garden
- Gateway to 105 Farmers' Market
- Sustainability Workshops

**ECO-VILLAGE TOWNHOMES**

Increasing energy efficiency at home is an easy way to lower environmental impact. Effective strategies to use energy efficient home, such as the EcoVillage Townhomes of Great Cleveland, or retrofitting your home with more appliances and increased insulation, reducing energy consumption, reduce carbon footprint while significantly lowering utility bills. In Great Cleveland, the emphasis on energy efficient building began in 1998 with the establishment of the EcoVillage.

The EcoVillage began reimagining the urban landscape around the Rapid Station in the recent program through the Community Development Organization, (CDO) a law expert for new green housing that would address environmental concerns residents in the new neighborhood.

In 2003 CDO had a large parcel of land parcels for a new sustainable living concept, like a block long from the West 47th/Lorain Rapid Station, within walking distance of several amenities, historic, and surrounded by residential blocks with relatively high levels of homeownership. When CDO became the host of the EcoVillage Townhomes. Designed by Building Science Corporation to one renewable materials. It all concerns and mixed materials from certified forests, the units were completed in 2004 and were quickly filled by the residents. While the homes were a common neighborhood design, environmental design floor plan, and modern-to-low sales, the future that most eco-village residents had the lower utility costs. Location was also key, as residents appreciate the walking distance to car or train and the varied offerings of Green Square Arts Center.

EcoVillage Townhomes as a pilot for the well designed green building in Cleveland. Homeowners from other the first Cleveland LEED Platinum home was constructed by Land Trust and a block from the Townhomes. The owner, Oshana Watson, was able to purchase the home of her dream in a reasonable price range and bring her professional knowledge and skills to benefit the neighborhood asset. The Townhomes continue to attract sustainable residents, increasing the number of active concerned residents in the EcoVillage neighborhood.

The Townhomes attracts a former's neglected part of land and provide new housing, within walking distance of transit to enable more households to use lower-carbon transportation alternatives. This area with reduced carbon footprints were used in construction and because the homes are designed for energy efficiency they also reduce the climate impact of energy being.

**GOALS:** LAND TRUST, GREEN DESIGN, DEVELOP, AFFORDABLE, ENERGY EFFICIENT, SUSTAINABLE HOUSING, GREEN HOUSING.

**ADDRESS NEIGHBORHOOD CONCERNS:** SAFE, AFFORDABLE, ACCESSIBLE, SUSTAINABLE HOUSING.

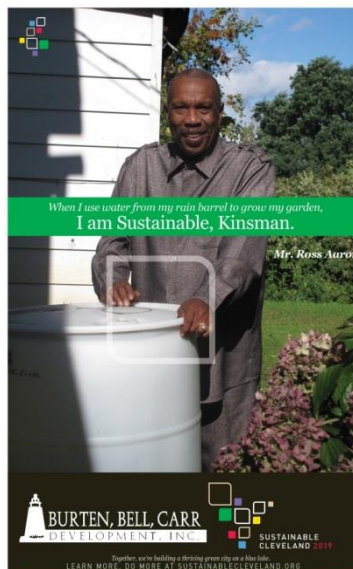
**BUILD ON NEIGHBORHOOD ASSETS:** ECO-VILLAGE TOWNHOMES.

**USE NATURE SUPPORT:** SUSTAINABLE HOUSING, GREEN HOUSING.

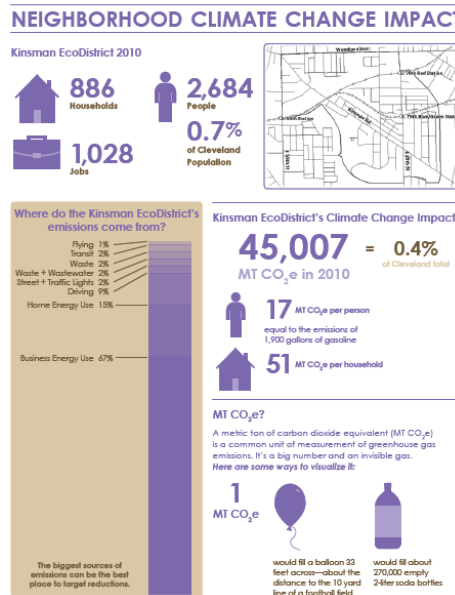
**TAKE CLIMATE ACTION:** LAND TRUST, GREEN DESIGN, DEVELOP, AFFORDABLE, ENERGY EFFICIENT, SUSTAINABLE HOUSING, GREEN HOUSING.

**Logos:** SUSTAINABLE CLEVELAND 2014, detroit greenus.

- **“I am Sustainable Cleveland” – Neighborhood Climate Action Heroes Poster Campaign:** What makes you, your organization, or your neighborhoods everyday climate heroes? Be a part of the conversation by creating a poster about an action you are proud of. **This 2-pager** provides guidelines for developing a poster campaign just for your neighborhood.



- Neighborhood Carbon Footprint Calculator:** [This Excel document](#) allows you to easily understand the amount of greenhouse gas emissions created by your neighborhood. Here are two examples of how this calculator created footprints for the **Kinsman** and **Detroit Shoreway** neighborhoods.



### Step 3 – Develop a Neighborhood Climate Action Project Idea

- Workshop Facilitator's Guide: Develop Your Own Neighborhood Climate Action Project:** [This Workshop Facilitators Guide](#) provides guidelines for bringing together key stakeholders in your neighborhood to participate in a 2-hour climate action workshop. [Click here](#) to download a 1-page project development template.



- **Neighborhood Carbon Reduction Calculator:** This [Excel document](#) allows you to easily estimate reductions of greenhouse gas emissions from neighborhood climate actions. It can be used together with the Neighborhood Carbon Footprint Calculator, which estimates the major sources of emissions in your neighborhood.
- **Resources for Getting Involved in Your Community:** Read about a wide variety of ideas for [taking action in your community](#).

## Step 4 – Develop a Neighborhood Climate Action Project Proposal



[Cleveland Climate Action Fund](#) grants are awarded to applicants committed to sustainability, social well-being of the community, and measurable climate impact.

- When the Cleveland Climate Action Fund releases a Request for Proposals, potential grantees should use their project ideas to apply by the deadline.
- Proposed projects then go through a review process by our Advisory Board and the Cleveland Foundation.
- The Advisory Committee selects their top recommendations based on greenhouse gas emission reduction, social and economic benefits, location, and benefit to the community.
- Top projects may be asked for an in-person meeting to review the project plan, budget, and expected impact.
- Awardees are notified and projects commence!
- Awardees provide a project report at the end of the project period.

Learn more about the Cleveland Climate Action Fund at [www.clevelandclimateaction.org](http://www.clevelandclimateaction.org)

## **PROJECT PARTNERS**

### **Technical Leads**

These organizations and consultants led development of the toolkit, working together with the Community and Institutional Partners.

Mayor's Office of Sustainability, City of Cleveland

Enterprise Community Partners

Center for Neighborhood Technology

Jennifer Hirsch, Ph.D., Cultural Anthropologist and Community Sustainability Specialist

### **Neighborhood Partners**

Neighborhood Partners are community development corporations (CDCs) that worked closely with the Technical Leads to create the toolkit. These partners worked with a residents and organizations in their neighborhood to help develop tools.

Burten, Bell, Carr Development, Inc. – Kinsman

Detroit Shoreway Community Development Organization – Detroit Shoreway/EcoVillage

Famicos Foundation – Glenville/Greater University Circle

### **Institutional Partners**

Institutional Partners include other organizations that have participated in developing the toolkit. These organizations work with communities to improve quality of life through climate action by prioritizing economic development, healthy living, and environmental protection.

City Planning Commission – City of Cleveland

Cleveland Neighborhood Progress

Environmental Health Watch

Neighborhood Connections

Vital Neighborhoods

Bike Cleveland

Many members of the Climate Action Advisory Committee