

8th Annual
**Sustainable Cleveland
Summit**

Presented by The Cleveland Foundation



Participant Guide

September 21st and 22nd, 2016

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 \$2.1 billion and 2015 grants of \$95 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.

Welcome to the 8th Annual Sustainable Cleveland Summit!



Thank you for joining me at the 8th Annual Sustainable Cleveland Summit, presented by the Cleveland Foundation. Sustainable Cleveland 2019 is a ten-year initiative that engages everyone to work together to design and develop a sustainable economy for Cleveland. We have the natural resources, the people and the ideas to make our regional economy strong and resilient.

Sustainable Cleveland 2019 has gained support and grown in scope, breadth and numbers since it launched in 2009. We have hundreds of businesses and organizations now engaged. Working groups are moving forward on a variety of initiatives. As we prepare for year eight of this ten-year initiative, we are building off of our past momentum.

During this Summit, we will celebrate the current “Year of Sustainable Transportation” and accelerate planning for 2017, the “Year of Vibrant Green Space.” We will also continue to design around the City’s Climate Action Plan that was co-created by more than 50 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. The Summit is also an opportunity to report on our collective efforts and progress.

I would like to thank our sponsors, Case Western Reserve University’s Fowler Center for Business as an Agent of World Benefit, the Flourishing Leadership Institute, the Year of Sustainable Transportation 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,

A handwritten signature in blue ink, which appears to read "Frank".

Frank G. Jackson, Mayor



CITY OF CLEVELAND
Mayor Frank G. Jackson

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.

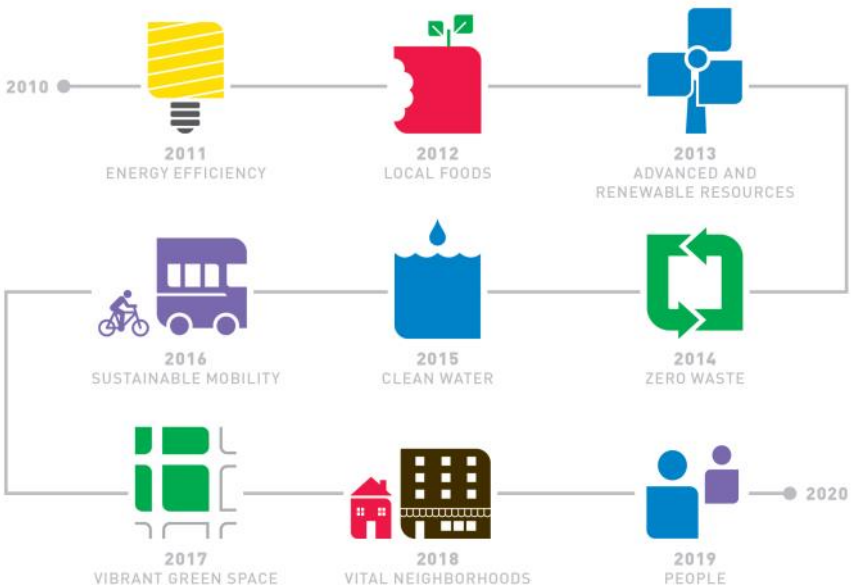
Vision: Cleveland will surprise, amaze, and inspire the world with its transformation to a bright green city on a blue lake. Determined people from every walk of life will work together to shape vibrant livable communities, innovative businesses, and a flourishing natural environment that will result 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 21, 2016

~ 2:30 - 3:15 Registration and refreshments ~

3:15 - 4:15

WELCOME FROM MAYOR FRANK G. JACKSON

REMARKS FROM THE PRESENTING SPONSOR

Ronn Richard, President, The Cleveland Foundation

THE STATE OF SUSTAINABLE CLEVELAND

Matt Gray, Director, Mayor's Office of Sustainability

COMMUTER CHOICE CHALLENGE AWARDS

Presented by:

Grace Gallucci, Executive Director, NOACA

Joe Calabrese, Chief Executive Officer, GCRTA

4:15 - 6:00

KEYNOTE ADDRESS

Gil Penalosa, Founder and Board Chair, 8 80 Cities

WORKSHOP: IMPATIENS AND ORCHIDS

Led by 8 80 Cities

6:00 - 7:00

SUMMIT RECEPTION



Summit Agenda

Thursday, September 22, 2016

~ 7:30 - 8:30 Registration and breakfast ~

8:30 - 12:00

SETTING THE STAGE FOR ACTION

Matt Gray, Director, Mayor's Office of Sustainability

Ronn Richard, President, The Cleveland Foundation

DISCOVERY AND DREAM

Facilitated by the Flourishing Leadership Institute

(see Summit Worksheets for more detail)

~ Break ~

DESIGN

Facilitated by the Flourishing Leadership Institute

~ 12:00 - 1:00 Lunch ~

1:00 - 4:30

DESIGN & DEPLOY

Facilitated by the Flourishing Leadership Institute

~ Break (Sponsored by Nash Daniels Advisors) ~

REPORT OUTS

FINAL THOUGHTS AND REFLECTIONS

4:45 - 6:30

COMMUNITY BIKE RIDE

Led by the Ohio City Bicycle Co-op, this 30-minute tour of downtown cycling amenities ends at Rebol

POST-SUMMIT HAPPY HOUR RECEPTION

Meet at Rebol in Public Square

Breakout Topics

On Day 2 of the Summit, participants will spend the day using the Appreciative Inquiry process to develop actions around a variety of sustainability topics, each of which serve to implement the Cleveland Climate Action Plan. When registering, participants were asked to identify which of the following topics they would like to work on. There will also be open space to work on topics not listed here.

- Implementing the Cleveland Tree Plan
- Preparing for the Year of Vibrant Green Space in 2017
- Placemaking for public transit, including increasing statewide support for transit
- Growing Open Streets (ciCLEvia) in Cleveland
- Accelerating alternative fuel vehicle adoption, including electric vehicles
- Informing Northeast Ohio's transportation planning
- Funding your neighborhood-based climate action project
- Advancing energy efficiency in hard to reach places (renters, multifamily, industrial, etc.)
- Accelerating progress on renewable energy (e.g. offshore wind, community solar, etc.)
- Planning for the 2017 Youth Sustainability Summit and Career Expo
- Enhancing waste reduction in Greater Cleveland
- Advancing access to local food for all residents



There's Money Behind Your Ideas

In partnership with ioby, the Cleveland Climate Action Fund (CCAF) has launched a new crowdfunding challenge. They want to hear your idea to make a Cleveland neighborhood more resilient, healthy and sustainable.

The CCAF is awarding up to \$5,000 per project in matching funds to residents and community-based organizations for outstanding projects that take climate action. For example, if your project raises \$1,500 through crowdfunding and is chosen for a match, the CCAF will provide an additional \$1,500.



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

TIMELINE

- **Mon, Sept. 26: Deadline for interested leaders to submit idea forms at ioby.org/cleveland-climate**
- Oct. 4 at 12:30pm: ioby leads first grassroots fundraising training by webinar
- Oct. 11: Deadline for leaders interested in matching funds to post their campaign pages (with ioby's help)
- Oct. 13 at 12:30pm: ioby leads second training by webinar and helps leaders post their campaign pages
- Oct. 17: Fundraising campaigns are activated!
- by Nov. 10: Winners are notified of their matching grants. The match is activated on winning groups' pages.
- Nov. 18: Deadline for leaders to wrap up fundraising.**
- Nov. 21 – Dec. 8: Checks are disbursed!

*** Nov. 18th is also the deadline for all applications to the CCAF and Climate Resilience and Urban Opportunity Initiative. More info at: www.clevelandnp.org/resilientcleveland*

Our Summit Task and Objectives



Cleveland is becoming a greener, healthier, and more vibrant city. Downtown development is booming, the number of green buildings are increasing, local renewable energy is on the rise, and bike paths are starting to connect our residents to green space and other amenities. Waste reduction and local foods are now drivers for neighborhood redevelopment. Cleveland's businesses and organizations are being recognized as leaders in the green economy and entrepreneurs and social enterprises are finding opportunities in sustainable solutions.

The annual Sustainable Cleveland 2019 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 for the next three years of the Sustainable Cleveland 2019 initiative. We will engage together in designing actionable plans around the Celebration Year topics: 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
- Advancing sustainable transportation and benefiting from the quality of life that comes from creating walkable, bikeable, accessible, and transit-friendly cities
- Building upon our assets in green space to expand and activate these areas so that all Clevelanders experience the resulting health and economic benefits
- 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
- Finding new ways to turn waste into value and creating a more generative economy
- Connecting great ideas to opportunities for project funding



Summit Keynotes

GIL PENALOSA

MBA, PhDhc, CSP

Founder & Chair of the Board, 8 80 Cities



Gil Penalosa is passionate about cities for all people. Gil advises decision makers and communities on how to create vibrant cities and healthy communities for everyone regardless of age, gender and social, economic, or ethnic background. Gil is the founder and chair of the internationally recognized non-profit organization 8 80 Cities. He is chair of World Urban Parks, the international representative body for the city parks, open space, and recreation sector. Gil also runs his own international consulting firm - Gil Penalosa & Associates. His advice has been sought out in more than 200 different cities across six continents. Before immigrating to Canada, Gil was Parks Commissioner in Bogota. He holds an MBA from UCLA's Anderson School of Management, where he recently was selected as one of the "100 Most Inspirational Alumni" in the school's history. In 2014 Gil received a Doctorate Honoris Causa from the Faculty of Urban Planning at the prominent University of Sweden SLU.

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 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.

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

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, seven working groups have “graduated” to become independent businesses or non-profits.

Sustainable Transportation and Vibrant Green Space Working Groups can be found on pages 19 and 34, respectively. For more information about each working group please visit www.sustainablecleveland.org/join_a_working_group.

Working Group “Graduates”

(Working groups that became 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



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



Working Group “Graduates” (cont.)

(Working groups that became businesses or non-profits)

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



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



Working Groups Looking for Volunteers

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



Plastic 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

Please help us learn more about the use of single-use plastic items such as plastic bags, water bottles, and cigar tips. This survey is being conducted by The Ohio State University and Ohio Sea Grant and we need you to take this short survey and share with anyone you know living in the area! Funding provided by NOAA's Marine Debris Program. Use the link below to take the survey today!



www.sustainablecleveland.org/plasticsurvey

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

SC2019 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.

Harriett Applegate, Executive Secretary, North Shore AFL-CIO

David Beach, Executive Director, GreenCityBlueLake Institute

Sarah O’Keeffe, Sustainability Manager, University Hospitals

Paul Lepro, Project Manager, PNC Bank

John Colm, Executive Director, WIRE-NET

Stephanie Corbett, Sustainability Director, CWRU

Margaret (Margie) Flynn, Principal and Co-Owner, BrownFlynn

Grace Gallucci, Executive Director, NOACA

Fred Geis, Co-Owner, Geis Companies

Eric Gordon, Chief Executive Officer, CMSD

The Very Rev. Tracey Lind, Dean, Trinity Cathedral

Mark McDermott, Executive Director, Enterprise Community Partners

John Mitterholzer, Senior Program Officer, George Gund Foundation

David Nash, Founder, Corporate Sustainability Network

David November, Sustainability Manager, Tri-C

Julian Rogers, Director of Community Partnerships, CSU

Nicole Schiro, Vice President, Brand Manager, PNC Bank

Morgan Taggart, AgREculture, St. Clair Superior Development Corp.

Rick Taylor, Corporate Vice President Environment, Health, Safety & Energy, Parker Hannifin

Jon Utech, Senior Director, The Cleveland Clinic Office for a Healthy Environment

Byron White, V. P. for Community Engagement, CSU

Brian Zimmerman, Chief Executive Officer, Cleveland Metroparks

Ann Zoller, Executive Director, LAND Studio

The Year of Sustainable Transportation



Sustainable Celebration Committee

In 2016, we are celebrating the Year of Sustainable Transportation by supporting healthier forms of getting around the city and region. There are many actions Clevelanders can take at home, at work, and in the community to help grow sustainable transportation, and in turn, provide health benefits and improved air quality by reducing roadway congestion and carbon emissions. The following businesses and organizations are members of the Year of Sustainable Transportation Celebration Committee:

- Ace Taxi
- Bike Cleveland
- Burten, Bell, Carr Development, Inc.
- Case Western Reserve University
- City of Cleveland
- Cleveland-Cuyahoga County Port Authority
- Cleveland 2030 District
- Cleveland Foundation
- Cleveland Metroparks
- Cleveland Metropolitan School District
- Cleveland Neighborhood Progress
- Corporate Sustainability Network / CSU
- Council of Smaller Enterprises (COSE)
- Cuyahoga Community College
- Cuyahoga County Office of Sustainability
- Cuyahoga Valley National Park
- Destination Cleveland
- Detroit Shoreway Community Development Organization
- Downtown Cleveland Alliance

The Year of Sustainable Transportation

Sustainable Celebration Committee (cont.)

- Earth Day Coalition
- Environmental Health Watch
- Famicos Foundation
- GreenCityBlueLake Institute
- Gund Foundation
- Key Bank
- MetroHealth
- Northeast Ohio Areawide Coordinating Agency (NOACA)
- Ohio City Bicycle Co-op
- Ohio Department of Transportation (ODOT) - District 12
- Opportunity Corridor Partnership
- Greater Cleveland Regional Transit Authority (RTA)
- Segway Tours of Cleveland
- University Circle Inc.
- University Hospitals
- WIRE-Net

Sustainable Transportation Working Group “Graduates”

Bike Cleveland

Mission: Builds livable communities by promoting all forms of cycling and advocating for the rights and equality of the cycling community.

Contact: Jacob Van Sickle at jacob@bikecleveland.org

Website: www.bikecleveland.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



Year of Sustainable Transportation Highlights

Bike Share

Need to get around during the Summit? Give bike share a try! The UHBikes bike share system officially launches on September 21st. A wide variety of organizations have collaborated to bring the UHBikes bike share system to Downtown and University Circle in 2016.

Midway Protected Bike Network Project

Planning has begun for the Midway Cycle Track and Protected Facilities Plan. The Midway is a project that proposes an innovative urban cycling infrastructure utilizing separated cycle tracks that give continuous physical protection to cyclists. The plan is supported with a \$75,000 Transportation for Livable Communities Initiative (TLCI) grant from the Northeast Ohio Areawide Coordinating Agency (NOACA). Take the Midway survey and share your priorities: <https://midway.metroquest.com>



Queens Plaza Protected Cycletrack; Photo Credit: J. Maus/BikePortland

ciCLEvia

The ciCLEvia open streets initiative launched in 2016, whereby streets are closed to cars and open to people-powered movement -- running, biking, yoga, hopscotch, and much more. The ciCLEvia idea first germinated at the 2014 Summit. Be sure to catch the last ciCLEvia of the season on Saturday, October 8th, from 3:00-7:00pm on West 25th Street, from Wade Avenue to MetroHealth Drive. More info at www.facebook.com/ciCLEvia

Year of Sustainable Transportation Highlights

Education

- The Alternative Fuel Vehicle Working Group was established and has been working with key stakeholders to improve electric and alternative fuel vehicle infrastructure and awareness in Northeast Ohio, including development of a resource guide being released at the Summit
- Year of Sustainable Transportation Kickoff - January 2016
- Sustainable Transportation PechaKucha, held at the City Club of Cleveland on July 6th
- Multiple Ride n' Drive and showcase events hosted by Earth Day Coalition and the Alternative Fuel Vehicle Working Group
- The Midwest Drives Alternative Fuel Vehicle Loaner Program was launched in 2016, with the Northeast Ohio Clean Cities Coalition coordinating the local implementation
- EarthFest 2016 celebrated sustainable transportation with more than 270 exhibits, including a Pop-Up Streetscape
- The Cuyahoga Valley National Park hosted the American Solar Challenge launch, a competition to design, build, and drive solar-powered cars in an 8-day, 1800-mi road course
- Bike Cleveland expanded the "We're All Drivers" campaign to promote bicycling safety
- 2016 saw more programming and education around biking than ever before thanks to Bike Cleveland, the Ohio City Bike Co-op, Slow Roll Cleveland, and more



Speakers at the 2016 Sustainable Transportation PechaKucha

Year of Sustainable Transportation Highlights



Bicycle/Walking Transportation

- The City of Cleveland is on track to install another 16 miles of bicycle infrastructure in 2016 as part of the Bikeway Implementation Plan, with even more estimated for 2017
- The Fleet Avenue complete and green street reconstruction was completed
- Cleveland Metroparks and its partners won an \$8 million federal TIGER grant in late July to fund five separate trail initiatives in a project called “Re-Connecting Cleveland: Pathways to Opportunity”; the Metroparks also launched the water taxi in the Flats
- There are six certified Bicycle Friendly Businesses in Northeast Ohio, with more applying now
- The City of Cleveland completed an audit of bike racks at City facilities, including recreation centers



#imoveCLE Selfie Contest photos (more on cover page)

Year of Sustainable Transportation Highlights

Public Transit

- Recent improvements to many stations (including Lee-Van Aken, Brookpark, E.116th, Warrensville-Shaker, Lee-Shaker) as well as the Red Line Inter|Urban art project, Tower City track reconstruction, and more
- RTA Vanpools to launch in 2016
- RTA launched the #IGORTA campaign and reached customers with nearly 4.2 million digital impressions-- there are 20+ organizations of various types across the city that give discounts to people who show their RTA ticket/pass
- RTA introduced a mobile app that allows customers to purchase, save, and use All Day, 7-Day, and Monthly passes on their phone. The app has been downloaded by 6,000 users
- The City completed a \$150,000 plan for a new multimodal transit facility integrating Amtrak, Greyhound, and RTA Rapid Transit, supported by a \$120,000 NOACA TLCI grant
- The City is studying connectivity and development around transit assets in the East 79th St. and East 93rd/E.105th St. corridors through planning grants from NOACA and the USDOT
- Valarie McCall, the City's Chief of Government & International Affairs, has served as Chair of the American Public Transportation Association (APTA) Board of Directors
- University Circle launched an upgraded Circle Link service in June 2016



Year of Sustainable Transportation Highlights (cont.)

Planning

- Key NOACA planning initiatives included:
 - * Development of the region's Transportation Safety Action Plan
 - * Update of the Citywide bike map
 - * Beginning development of the Long Range Transportation Plan
 - * Continued progress on the Transit Oriented Development Scorecard and Implementation Plan
 - * Started process to improve OhioRideshare
- Safe Routes to School made significant progress in 2016, including:
 - * Interdisciplinary team surveyed parents and principals and conducted walk audits at 69 K-8 school buildings to improve walking and biking conditions
 - * District-wide school travel plan completed
 - * Nearly \$480,000 in infrastructure and non-infrastructure implementation grants awarded in 2016 to encourage walking and biking to school
 - * Piloted a second grade bicycle PE unit in six schools across the City
- University Circle Inc. formed the Sustainable Transportation Advisory Committee (STAC) in January 2016, and hired a designated transportation manager in Summer 2016 to support sustainable transportation options for residents, visitors, and employees in University Circle
- The City of Cleveland and two partners - University Circle Inc. and Cuyahoga Metropolitan Housing Authority - were awarded a grant by the Ohio Development Services Agency to conduct a fleet analysis examining the feasibility of deploying a range of commercially available alternative fuel, advanced vehicle, and fuel efficiency solutions

Awards

Commuter Choice Challenge

Use of alternative modes of transportation saves commuters money, relieves congestion, improves air quality, benefits health, and reduces stress. To celebrate the Year of Sustainable Transportation, NOACA and Sustainable Cleveland teamed up for the Commuter Choice Challenge, encouraging Northeast Ohio organizations of all shapes and sizes to take action in sustainable transportation. More than 30 organizations took this challenge to assess their own incentives, programs and investments that support commute alternatives. For more information and a list of the participating organizations, please visit www.sustainablecleveland.org/commuter_choice_challenge.



#imoveCLE Selfie Contest

The #imoveCLE Selfie Contest was created to engage the community in sustainable transportation practices and connect residents to the many transportation and recreational opportunities in Cleveland. The #imoveCLE Selfies contest saw more than 200 participants take selfies while actively partaking in a wide variety of sustainable transportation activities. A special thanks to the Contest Partners!

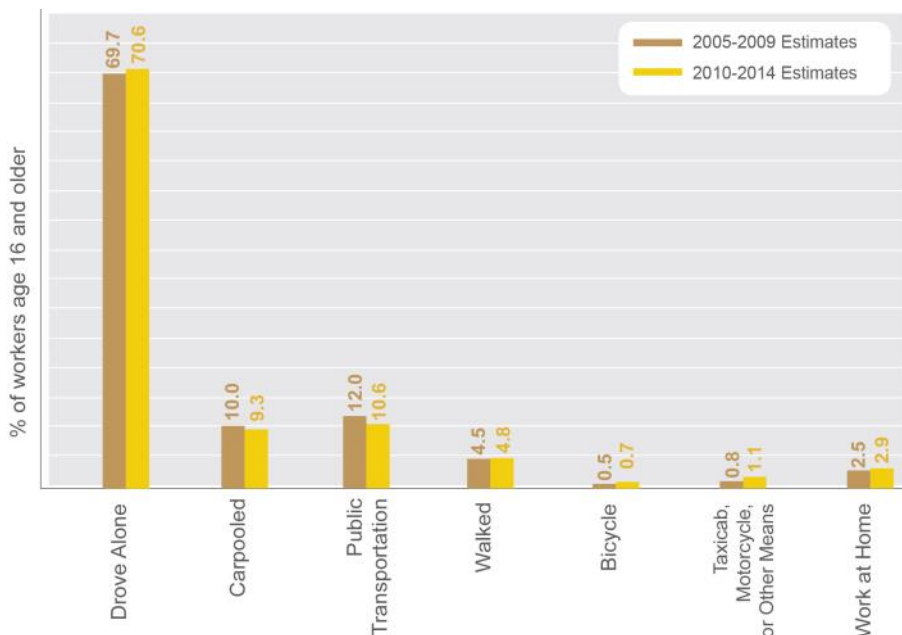


Sustainable Transportation Indicators

Below are a series of Sustainable Cleveland Indicators related to transportation. These indicators help us gauge progress in sustainable transportation in Cleveland and Northeast Ohio. For the full list of key indicators in the business, built, natural, and personal/social environments, visit www.SustainableCleveland.org/dashboard

Mode of Commuting in Cuyahoga County

Carpooling, riding public transit, walking, or biking reduce the environmental impact of Clevelanders' daily commute. Sustainable Cleveland aims to create a city that supports alternatives to single passenger driving. Below are the commute modes for Cuyahoga County. We aim for single-passenger commuting to decrease over time.



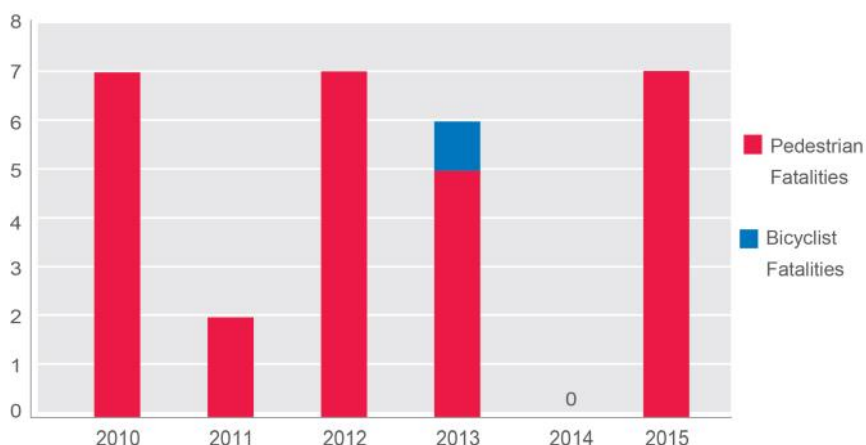
Source: US Census, American Community Survey 5-year estimates

Sustainable Transportation Indicators

Bike and Pedestrian Safety

Safety is critical to larger numbers of people shifting to cycling or walking. NOACA's 2016 Transportation Safety Action Plan includes a number of safety strategies, including advance use of technology and roadway signs, education and outreach, enforcement of laws related to keeping pedestrians and bicyclists safe, and implementing safety performance measures on road projects.

Pedestrian and Bicyclist Fatalities in Cleveland, By Year



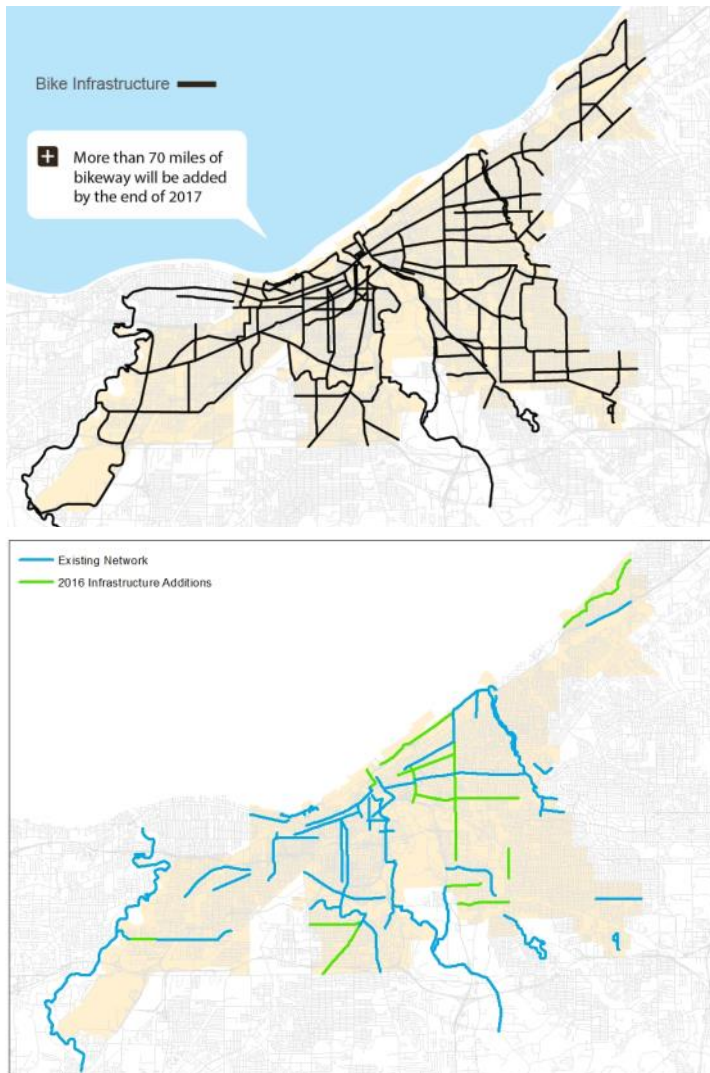
Source: NHTSA's Fatality Analysis Reporting System, NOACA



Sustainable Transportation Indicators

Bikeway Implementation Plan

The City of Cleveland has a goal to create bicycle infrastructure that connects every neighborhood to a network of bicycle lanes and trails. This plan aligns with the City's Capital Improvement Plan and will increase the bikeway network by 70 miles between 2014-2017. Included here are maps of the planned and current bicycle network.



Sustainable Transportation Indicators

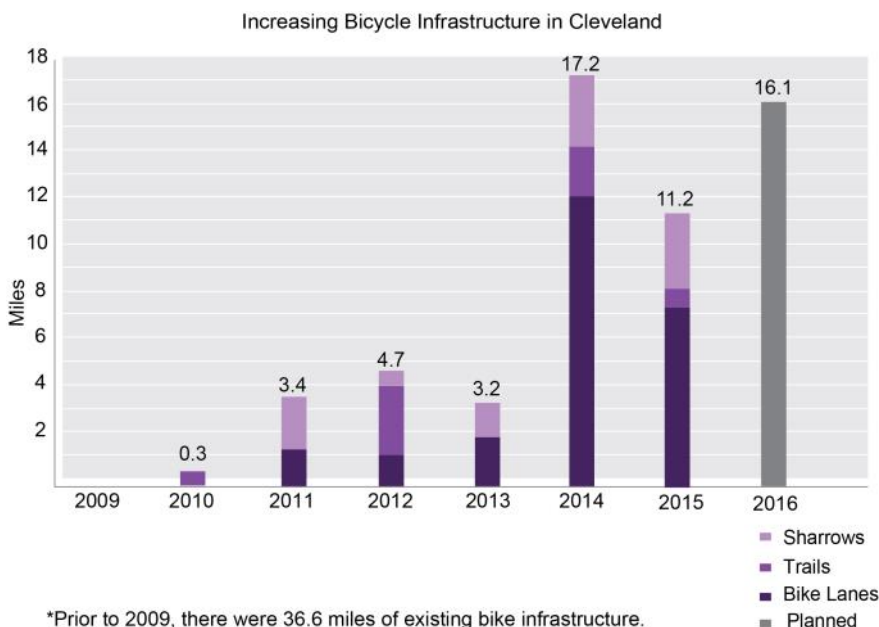
Bike Infrastructure

Included here is a chart showing bike infrastructure added per year, back to 2009. Prior to 2009, there was 36.6 miles of bike infrastructure in the city, with 31 miles of that in the form of trails.

Through the end of 2015 the city had 76.6 miles of bike infrastructure, made up of:

- 37.2 miles of trails (off road bike paths)
- 29.3 miles of bike lanes
- 10.1 miles of sharrows (arrows in the middle of a lane signifying that vehicles must share the road with cyclists)

Approximately 16 miles of bike infrastructure will be added in 2016, and even more estimated for 2017.

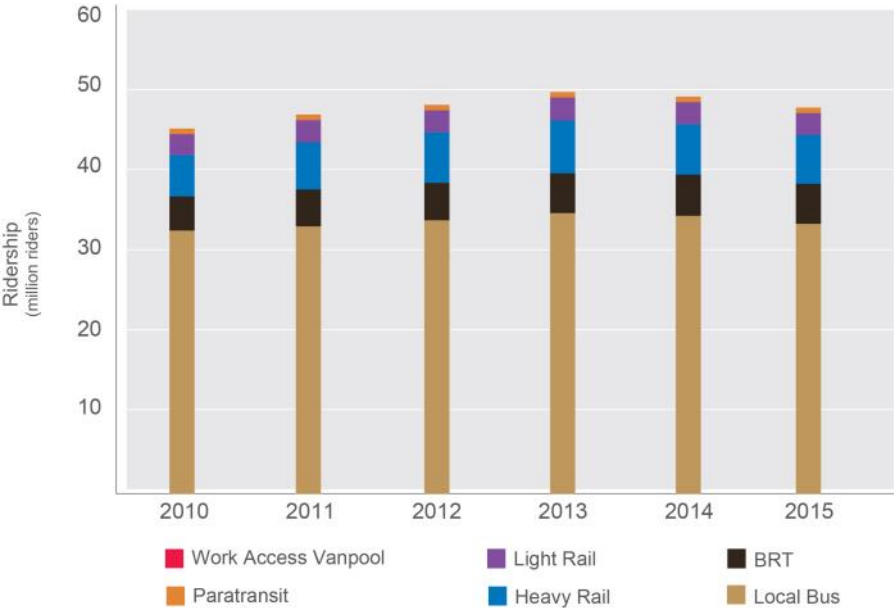


Source: City of Cleveland

Sustainable Transportation Indicators

GCRTA Ridership

Sustainable Cleveland aims to create a city that supports healthy and affordable alternatives to single passenger driving. Public transit is key to this vision. The graph below shows how ridership at the Greater Cleveland Regional Transit Agency (GCRTA) has changed since 2010.



Source: Greater Cleveland Regional Transit Authority

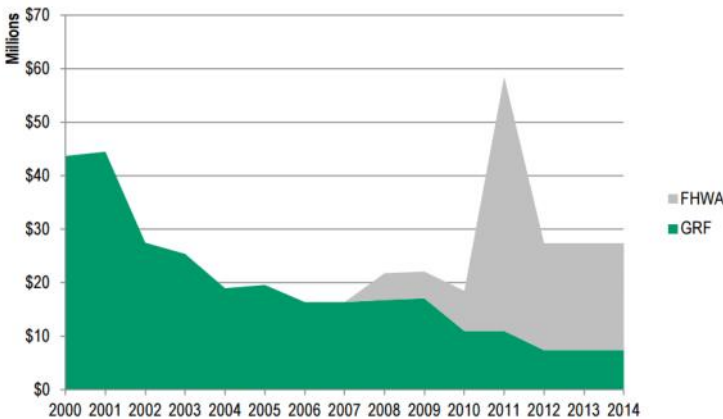


Sustainable Transportation Indicators

Public Transit

According to ODOT's Ohio Statewide Transit Needs Study, transit funding from Ohio's General Revenue Fund (GRF) has steadily decreased over the last 15 years. While Federal Highway Administration (FHWA) funds have made up some of the gap, more is needed to meet current and projected unmet demand and the growing needs for transit investment. The second image below highlights the need for connecting transit to jobs.

Figure 31: State Funding Trend: 2000-2014



Source: ODOT data adapted by Parsons Brinckerhoff

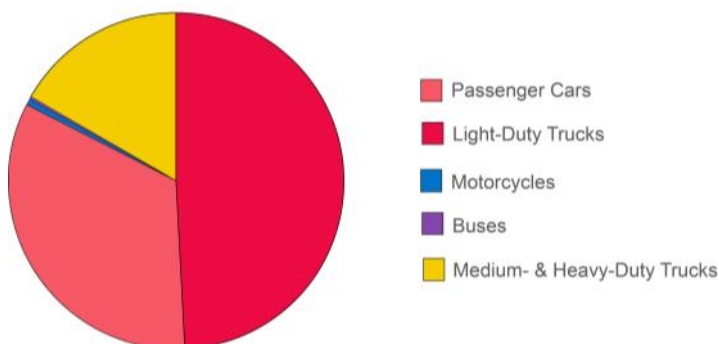
Transit Coverage in Cleveland		Labor Access Rate in Cleveland	
The share of jobs in the metropolitan area that are in neighborhoods with public transit service.		The share of the metropolitan population that the typical job can reach in 90 minutes via public transit.	
ENTIRE METRO AREA		ENTIRE METRO AREA	
74.7%		26.0%	
RANK 42		RANK 40	
CITIES ONLY	SUBURBS ONLY	CITIES ONLY	SUBURBS ONLY
98.5%	65.5%	44.3%	14.9%

Source: Brookings Institution, *Where the Jobs Are: Employer Access to Labor by Transit*, Cleveland-Elyria-Mentor, OH Metro Area (Transit service provided by GCRTA, Laketran, Medina County Public Transit, Brunswick Transit Alternative, Lorain County Transit and Geauga County Transit)

Sustainable Transportation Indicators

Greenhouse Gas Emissions from Transportation

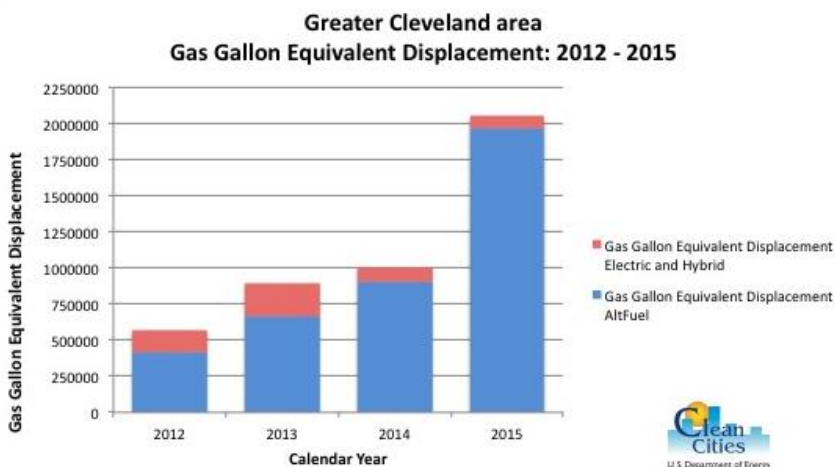
Vehicles are not only a major source of local air pollution, but also greenhouse gas (GHG) emissions. In fact, the transportation sector is now the largest GHG emitter in the U.S. The chart below shows regional transportation GHG emissions by vehicle type.



Source: NOACA—DRAFT Air Quality Trends Report

Alternative Fuel Vehicles

Use of Alternative Fuel Vehicles (AFVs), including electric, hybrid, and compressed natural gas vehicles, is beginning to significantly reduce air pollution and GHG emissions in Cleveland by displacing gas usage.

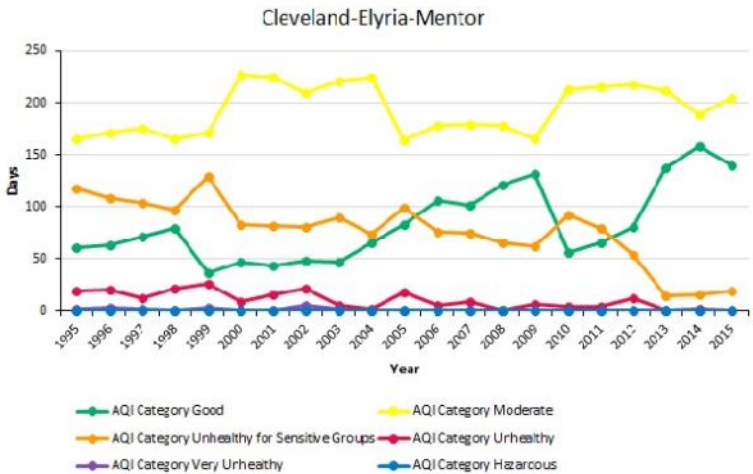


Source: Northeast Ohio Clean Cities Coalition at Earth Day Coalition

Sustainable Transportation Indicators

Air Quality

The quality of the air we breathe is a significant indicator of a healthy environment. The US Environmental Protection Agency calculates and Air Quality Index for each day. This index looks at major pollutants such as ozone and carbon monoxide and gives each day a grade.



Health

When we create a sustainable community, we create a place where people can be healthier. Many of the actions in the Cleveland Climate Action Plan were prioritized for improving health outcomes, including those listed below.

	U.S.	Cuyahoga	Cleveland
Life expectancy, years	79	78	74
Adults reporting poor/fair health, %	15	15	27
Obese adults, %	38	26	35
Population in food deserts, %	10	25	56
Asthma, %	9	10	14

(All data from 2009, 2010)

■ Worse than the U.S.
■ Better or same as the U.S.

Source: www.healthdatamatters.org/health-overview

2017 — The Year of Vibrant Green Space



Year of Vibrant Green Space Celebration Committee

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.

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.

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: Chad Clink at cclink@holdenarb.org or Colby Sattler at csattler@wrlandconservancy.org

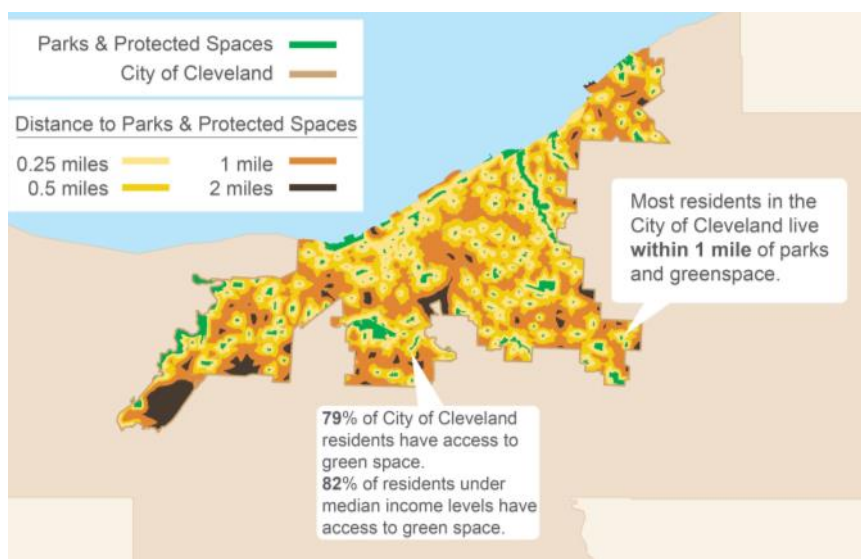
Vibrant Green Space Indicators

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

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.

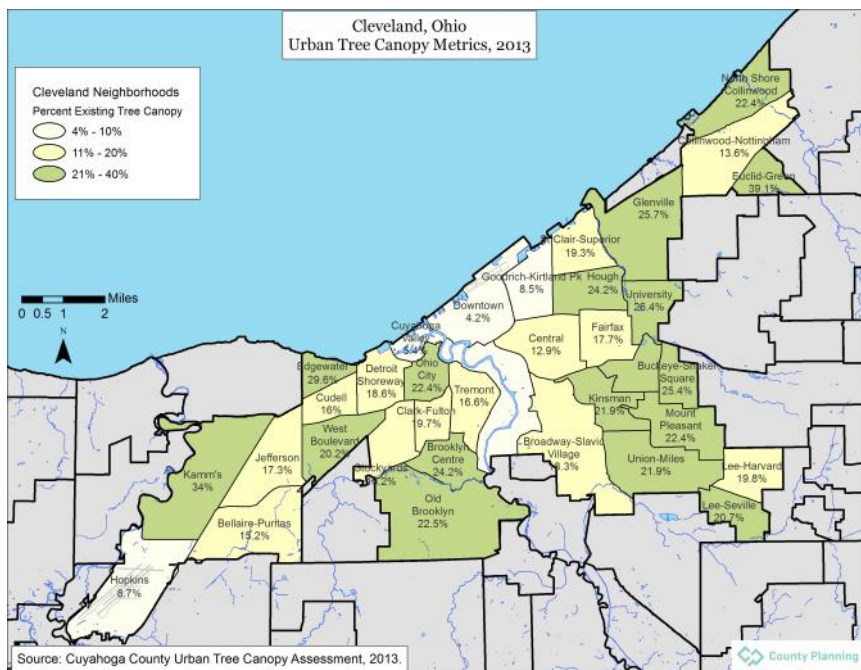


Source: Land use and facility data from the City of Cleveland; Trust for Public Land

Vibrant Green Space Indicators

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 stormwater runoff, energy savings, reduced urban heat island effect, reduced stress, greenhouse gas reductions, and more. In 2013, Cuyahoga County Planning conducted a tree canopy assessment that measures Cleveland's tree canopy at 19.2%, well below the County average and less than most of our peer cities. To help become the "forest city" once again, the City of Cleveland collaborated with a wide range of stakeholders to develop the Cleveland Tree Plan. The Plan was adopted by the City Planning Commission in 2016.

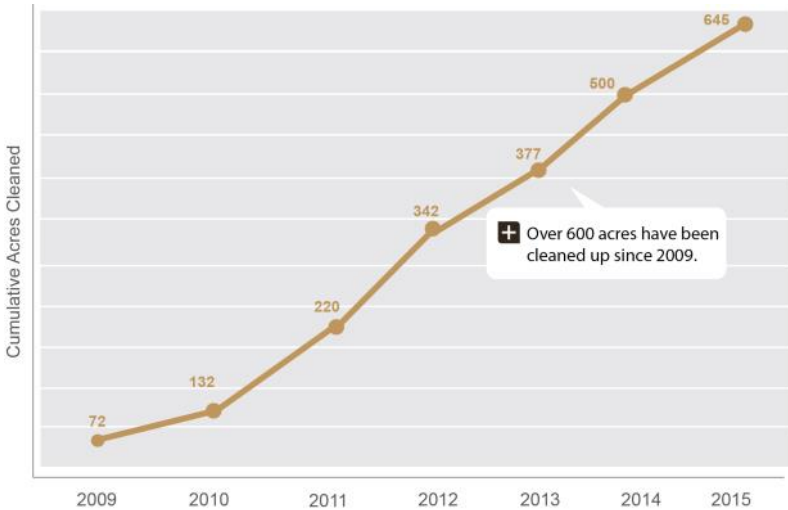


Source: Cuyahoga County Planning Commission's 2013 Urban Tree Canopy Assessment

Vibrant Green Space Indicators

Acres Cleaned

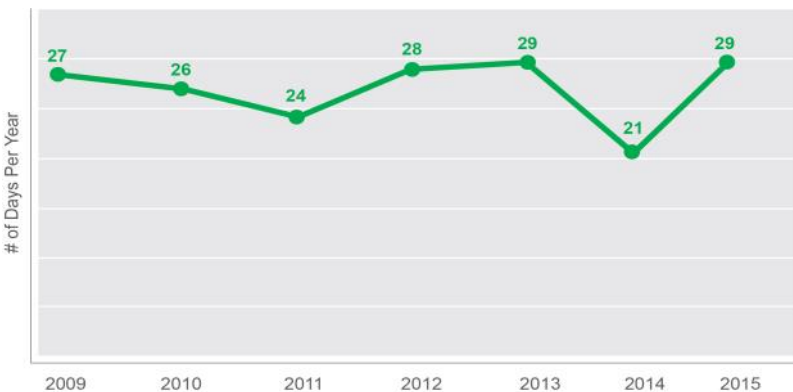
Between 2009-2015, approx. 645 acres of brownfield sites have been cleaned up in the City of Cleveland.



Source: City of Cleveland—Economic Development

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

Youth Sustainability Leadership Program

The Youth Sustainability Leadership Program (YSLP) is a collaborative effort started in 2016 to further engage Cleveland high school students in sustainability. YSLP goals include:

- Introduce Cleveland youth to the concept of sustainability, including higher education, career opportunities, and entrepreneurship.
- Empower participating students to be leaders in sustainability at home, in their school, and in their community.
- Design and implement a plan of action for the first Youth Sustainability Summit and Career Expo in 2017.
- Develop a model for engaging future generations of Cleveland youth in sustainable activities.

More than 50 students from 18 high schools have been invited to serve as the inaugural cohort of youth sustainability leaders. Please welcome these students to the 2016 Summit and work with them as they help shape the future of sustainability in Cleveland and beyond.



Thank you to our *Zero Waste Partners*



Zero Waste Events

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.

COMPOSTABLE ITEMS:

- Food Waste
- Plates
- Napkins
- Cups
- Silverware

RECYCLABLE ITEMS:

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

TRASH ITEMS:

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

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

For more information on how to host your own Zero Waste Event visit: www.sustainablecleveland.org/zerowasteeventguide

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 D) is an environmentally responsible organization established in 1972 to convey and treat wastewater in Cleveland and surrounding communities. A leader in wastewater management, NEORS D has an operating budget of over \$200 million, and an employee population of over 600 people. In 2011, NEORS D 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.

Thank you to our *Blue Lake* Sponsors

The George Gund Foundation

The George Gund Foundation was established in 1952 as a private, nonprofit institution with the sole purpose of contributing to human well-being and the progress of society. Over the years, program objectives and emphases have been modified to meet the changing opportunities and problems of our society, but the Foundation's basic goal of advancing human welfare remains constant.



Cleveland Hopkins International Airport (CLE) is Ohio's preeminent air service gateway offering service from eight airlines. CLE has 140 daily departures to 40 nonstop markets and hosts over 8 million total passengers annually. CLE has the ultimate mix of full service, legacy airlines in Air Canada, American, Delta and United, low cost carriers with more flexible booking options in JetBlue and Southwest and ultra-low cost carriers Frontier and Spirit who offer the very lowest airfares with ala carte pricing. CLE is very focused on sustainable operations and they work with their airlines and vendors to minimize environmental impacts.

Thank you to our *Insulator* Sponsors



Thank you to our *Conserver* Sponsors



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Cleveland
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Progress



Thank you to our *Partners in Sustainability*



FORESTCITY

Thank you to Gil Penalosa and 8 80 Cities for their input and expertise on creating a vision for a safe, healthy and vibrant city.



8 80 Cities is a Canada-based non-profit organization with an international outlook. They promote walking and bicycling as activities and urban parks, trails, and other public spaces as great places for all.

Taking a ground-up approach, the work of 8 80 Cities inspires communities to reach their potential as people places. First they engage the community in a conversation. Then they inspire. Finally, they support their clients in taking action. 8 80 services empower elected officials, key stakeholders, and residents to reimagine their communities.

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 rapid, whole-system, strength-based change efforts using Appreciative Inquiry. FLI has led transformation efforts with the US NAVY, United Nations, communities, businesses, and institutions of all sizes, and is proud to be the Official Design & Facilitation Partner for the 4th Global Forum, *Discovering Flourishing Enterprise*. Visit www.globalforum.case.edu for more info.



**FOWLER CENTER FOR
BUSINESS AS AN AGENT
OF WORLD BENEFIT**

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.

