Welcome to the 10th Annual Sustainable Cleveland Summit!

September 20-21, 2018

Thank you for joining me at the 2018 Sustainable Cleveland Summit. 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 and numbers since it launched in 2009. We have engaged more than 10,000 people and hundreds of organizations and have seen a wide variety of initiatives addressing the full spectrum of sustainability. As we prepare for next year’s culmination of this initiative, we look to build off this momentum while encouraging boldness, creativity, and action.

During this Summit, we will celebrate the current “Year of Vital Neighborhoods” and accelerate planning for 2019, the “Year of People.” We will begin implementation of the City’s updated Climate Action Plan, which was co-created by our local organizations and residents. The 2018 Summit is also special because it is the last one before June 22, 2019 – the 50th anniversary of the infamous Cuyahoga River fire. This presents a unique opportunity to advance clean water issues locally and nationally in 2019.

I would like to thank our sponsors, the Flourishing Leadership Institute, the 2019 Steering Committee, and all Summit participants for moving this initiative forward. We can’t do this without you.

Sincerely,

Frank G. Jackson, Mayor
Sustainable Cleveland 2019 Mission, Vision and Values

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

Mission: Sustainable Cleveland 2019 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.
Our Summit Task and Objectives

Cleveland is becoming a healthier and more vibrant city. It’s now been ten years since the first Summit, and much progress has been made. The 2018 Summit will celebrate our accomplishments since in 2009, build momentum towards next year’s culmination, and create a vision for 2019 and beyond.

- 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 and economic activity, and recreation associated with the Cuyahoga River continues to increase
- We are on our way to completing the first freshwater offshore wind project in North America by 2021
- Since 2014, we have installed nearly 70 miles of bike infrastructure and the bike share system launched (UHBikes)
- Cleveland is considered a national leader in creating a local food economy
- We launched the Cleveland Tree Plan and established a 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. We must keep pushing forward to do our part for this City and this region to adapt and thrive. 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 and beyond by working together to design actions around:

- Neighborhood-level sustainability and equity
- Preparing for the culmination of Sustainable Cleveland 2019 and what comes next
- Advancing water issues locally and nationally by marking the 50th anniversary of the infamous Cuyahoga River Burning
- Implementing the 2018 Cleveland Climate Action Plan by advancing work on green business, sustainable transportation, clean energy, green space, and more!
Summit Agenda
Thursday, September 20th, 2018

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

2:30pm — 4:15pm

Welcome from Mayor Frank G. Jackson

The State of Sustainable Cleveland 2019
Matt Gray, Chief of Sustainability, City of Cleveland

Recognizing Neighborhood Progress and Sustainability Leaders
Facilitated by Jon Berghoff, Flourishing Leadership Institute

4:15pm — 5:30pm

Commuter Choice Awards Presented by:
Grace Gallucci, Executive Director, Northeast Ohio Areawide Coordinating Agency
Armond Budish, Cuyahoga County Executive
Valarie McCall, Chief of Government & International Affairs, City of Cleveland

Keynote: Celebrating Progress, Accelerating Change: How do we secure a sustainable water future for all?
Radhika Fox, CEO, US Water Alliance
*Introduced by Kyle Dreyfuss-Wells, CEO, Northeast Ohio Regional Sewer District*

Wrap-up and Preview of Day 2
Kristin Hall, Director of Sustainability, City of Cleveland

~5:30-6:30pm Networking with hors d’oeuvres and cash bar~

*Music by Cleveland Classical Guitar Society: Alana Amore, Damian Goggans, and Chad Siler*
Summit Agenda
Friday, September 21, 2018

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

8:30am – 12:00pm

Welcome, Overview of Day, Introduction to Topic Areas
Matt Gray and Kristin Hall, Mayor’s Office of Sustainability
Jon Berghoff, Flourishing Leadership Institute

World Café Learning and Brainstorming Sessions

~BREAK~

Keynote: A New Narrative
Rue Mapp, Founder and CEO, Outdoor Afro
Introduced by Kim Smith-Woodford, Cleveland Group Lead, Outdoor Afro

Breakout Topic Selection, Begin Prototyping

12:15pm — 1:30pm

Lunch & Ignite Talk: Protecting the Homeland—
The Rising Costs of Inaction on Climate Change
Brigadier General Stephen A. Cheney, USMC (Ret.)
Introduced by Grant Goodrich, Director, Great Lakes Energy Institute, Case Western Reserve University

1:30pm – 4:30pm

Prototyping, Knowledge Capture, and Deployment Plans

~BREAK~

Report Outs
Mayor’s Closing Remarks

4:30-6:30pm

Reception at Rebol in Public Square
Breakout Topics on Day 2

On Day 2, participants will advance existing initiatives and develop new actions around a variety of sustainability topics. Each action area will help inform implementation of the updated 2018 Cleveland Climate Action Plan and the culmination of Sustainable Cleveland 2019.

ACTION AREAS

1. **Neighborhoods**: Celebrating and supporting Cleveland's vital neighborhoods
2. **Sustainable Cleveland 2019**: Finishing strong with culmination of Sustainable Cleveland 2019 and beginning to think about what comes next
3. **Water**: Advance water issues locally and nationally by marking the 50th anniversary of the infamous Cuyahoga River Burning
4. **Business**: Supporting local businesses to share their stories and save money through sustainability
5. **Green Space**: Improving access to vibrant green space for all Clevelanders
6. **Transportation**: Advancing safe, equitable, and sustainable transportation
Summit Keynote Day 1

RADHIKA FOX,
CEO of US Water Alliance

Radhika Fox is the Chief Executive Officer of the US Water Alliance, a national nonprofit organization advancing policies and programs that build a sustainable water future for all. The Alliance educates the nation on the value of water, accelerates the adoption of One Water Policies and programs, and celebrates innovation in water management. Alliance membership includes water providers, public officials, business leaders, environmental organizations, community leaders, policy organizations, and more. The Alliance also coordinates the Value of Water Campaign, a national campaign driven by leadership across the water sector, dedicated to raising awareness about the nation’s aging water infrastructure. In her roles as CEO of the Alliance and Director of the Value of Water Campaign, Radhika is a sought-after expert for media covering water issues.

In addition to her leadership at the US Water Alliance, Radhika serves on the board of PolicyLink, a national non-profit focused on creating sustainable communities of opportunity that allow everyone to participate and prosper. She also currently serves as a Health Equity Fellow at PolicyLink, as a part of a cohort of innovative and influential leaders from various sectors to engage with and advance systemic solutions for health equity.

Radhika has over 20 years of experience in developing policies, programs, and issue-based advocacy campaigns. Radhika previously directed the policy and government affairs agenda for the San Francisco Public Utilities Commission, which is responsible for providing 24/7 water, wastewater, and municipal power services to 2.6 million Bay Area residents. She also served as the Federal Policy Director at PolicyLink, where she coordinated the organization’s policy agenda on a wide range of issues, including infrastructure investment, transportation, sustainable communities, economic inclusion, and workforce development. She holds a B.A. from Columbia University and a Masters in City and Regional Planning from the University of California at Berkeley where she was a HUD Community Development Fellow.
RUE MAPP,
Founder and CEO of Outdoor Afro

Rue Mapp is the Founder and CEO of Outdoor Afro, a national not-for-profit organization with offices in Oakland, CA, and Washington, D.C. Rue oversees a carefully selected and trained national volunteer leadership team of 62 men and women who represent 26 states around the US, and shares opportunities to build a broader community and leadership in nature. Her important work has generated widespread national recognition and support.

Since Outdoor Afro’s inception in 2009 as a blog, Rue has captured the attention and support of millions through a multi-media approach that is grounded in personal connections and community organizing. From its grassroots beginning, Outdoor Afro now enjoys national sponsorship and is recognized by major organizations for its role in addressing the ongoing need for greater diversity in the outdoors.

In 2010, Mapp was invited to the White House to participate in the America’s Great Outdoors Conference, and subsequently to take part in a think-tank to inform the launch of the First Lady’s “Let’s Move” initiative. She was appointed program officer for the Stewardship Council’s Foundation for Youth Investment to oversee its grant-making program from 2010-2012.

Since that time, Mapp’s work and op-eds have been featured in publications including The Wall Street Journal, Backpacker Magazine, Seattle Times, Los Angeles Times, Ebony Magazine, Sunset Magazine, NPR, and many others.

Rue’s work has also been recognized with numerous awards and distinctions, including: The Root 100 as one of the most influential African Americans in the country (2012 and 2016), Outdoor Industry Inspiration Award, National Wildlife Federation Communication award (received alongside President Bill Clinton) and Family Circle Magazine selected Rue as one of America’s 20 Most Influential Moms.
BRIGADIER GENERAL STEPHEN CHENEY, 
CEO, American Security Project

Brigadier General Stephen Cheney, USMC (Ret.) is the Chief Executive Officer of American Security Project, a nonpartisan organization created to educate the American public and the world about the changing nature of national security in the 21st century. He is a graduate of the U.S. Naval Academy and has over 30 years experience as a Marine. General Cheney’s primary specialty was artillery, but he focused extensively on entry-level training, commanding at every echelon at both Marine Corps Recruit depots, to include being the Commanding General at Parris Island.

General Cheney is a graduate of the Marine Corps Command and Staff College, The National War College, and the University of Southern California. He was a military fellow at the Council on Foreign Relations in New York City, where he is a member. Additionally, he was a member of the Secretary of State’s International Security Advisory Board, the Department of State’s Foreign Affairs Policy Board, and Inspector General of the Marine Corps.

General Cheney has appeared on CNN, Fox, BBC, NPR, and Sky News, and many other stations worldwide discussing the national security implications of climate change and energy security. In 2015, he was recognized by The Weather Channel as a member of the Climate 25 for his leadership in identifying climate change as a national and global security issue.

He has spoken at the Chatham House in London, the Chicago Council on Global Affairs, and in over a dozen cities around the world on this topic. His most recent testimony (2017) was on energy security and climate change in front of the Senate Committee on Energy and Natural Resources; the House Committee on Science, Space, and Technology; and the EPA.
Summit Facilitators

JON BERGHOFF,
Co-Founder and President
Flourishing Leadership Institute (FLI)

FLI is the global leader in designing and facilitating high stakes strategic planning events, cultural transformations, leadership development, community building and dramatic whole system change efforts using its LEAF approach along with Appreciative Inquiry. The FLI team has worked with the US Navy, United Nations, Facebook, BMW, TEDx, FairmountSantrol (now Covia, our 2018 Summit Blue Lake Sponsor) and many other high purpose organizations.

FLI is the creator of the Leading with Experiential and Appreciative Facilitation (LEAF) training and certification, where they train progressive leaders, entrepreneurs and change agents (consultants, trainers, facilitators, speakers) from 15 countries to use FLI's LEAF approach in their own organizations and with clients. The LEAF approach helps leaders enable a team, community, or organization to come alive, to be at its very best, more naturally, effectively, and faster than ever before. To learn more about LEAF visit, www.lead2flourish.com/training

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When the U.S. pulled out of the Paris Climate Agreement in 2017, it became clear that leadership from local government, businesses, and civic institutions is needed now more than ever. So Mayor Jackson, along with 400 "Climate Mayors" across the country, re-affirmed our commitment to climate action and for the last year, the City of Cleveland has led a community process to update its Climate Action Plan (CAP).

Collectively, we’ve made progress since the first CAP launched in 2013 with an overarching GHG reduction goal of 80% below baseline emissions by 2050, with interim goals of 16% by 2020 and 40% by 2030 (See page 14 for more details). Additionally, Cleveland was recognized by the Carbon Disclosure Project, the World Wildlife Fund and the Global Covenant of Mayors for Energy and Climate for its efforts on climate action and disclosure.

Despite this positive momentum, we know much work remains to ensure everyone enjoys the benefits of climate action. This CAP update builds upon previous work by firmly establishing a series of cross-cutting priorities: (1) social and racial equity (See our Racial Equity Tool on the next page), (2) good jobs, green jobs, (3) resilience to the impacts of climate change, and (4) business leadership. This Summit is critical to advancing implementation of this plan.

The actions in this plan are about more than climate change—they are meant to strengthen our economy, clean our environment, and improve the health and wellness of Clevelanders. This CAP update has also prioritized engagement. A big thanks to the 90+ members of the Climate Action Advisory Committee, the 300 resident leaders who participated in our 12 neighborhood workshops, and the plan’s core team and technical experts: Cleveland Neighborhood Progress, ioby, Brendle Group, Racial Equity Institute, BrownFlynn, Cleveland Urban Design Collaborative, and the University at Buffalo. We also thank our funding partners for their guidance and support, including the Funders’ Network for Smart Growth and Livable Communities, the George Gund Foundation, and the Cleveland Foundation.
What is a Racial Equity Tool? Why racial equity?

Racial Equity Tools are used prior to making decisions related to policy, planning, programming and budgeting within institutions looking to advance racial equity and shared prosperity. Because racial inequities are compounded by institutional policies and decisions, the cumulative implementation of these tools can create transformational systemic change. Equity in climate planning, in particular, ensures the just distribution of the benefits of climate protection efforts and alleviates unequal burdens created by climate change. Additionally, climate change and other environmental issues are sometimes viewed as issues that are not relevant to low-income communities and communities of color. This narrative paints a false portrait and obscures the real diversity that exists. While there may be a lack of representation of low-income people and people of color in mainstream environmental organizations, this does not then translate to a lack of concern with environmental issues. Additionally, compounded inequities do not play out broadly across the common equity factors (age, income, gender), but they do almost always involve the social construction of race.

How does the Cleveland Climate Action Racial Equity Tool work?

This tool is intended to work by guiding decision-makers through collective thinking and discussions around the following five questions which facilitate a process of recognizing inequities, the conditions under which they thrive, and the possible solutions and environments that would mitigate negative effects and enhance positive results. For the full Cleveland Climate Action Plan Racial Equity Tool, please download it at www.sustainablecleveland.org/climate

1. Is this objective and its corresponding actions explicitly addressing factors of equity or racial equity in particular? Is the language easily understood and will it resonate with the community?

2. What is the best indicator to track the outcome we are looking for? What is the current data collected and what does the data tell us? Is the data disaggregated to illuminate disparity (by race, age, ethnicity, gender, sexual orientation, language, income, etc.)? Who is accountable?

3. Who will benefit/be burdened by this objective and its corresponding actions? Is there a geographic priority for this action in an identified vulnerable geography?

4. Does the proposed objective and its corresponding actions support communities of color and low-income populations through workforce development, contracting opportunities or the increased diversity of employees/staff across any sectors?

5. How have communities of color been engaged? Are there opportunities to expand engagement? Does the proposed objective and its corresponding actions align with and support existing neighborhood priorities?
Greenhouse gas (GHG) emissions for the City of Cleveland from 2010 to 2016 are shown below. Since 2010, the City has seen a 2 percent reduction in overall GHG emissions from 12.8 to 12.5 million metric tons of carbon dioxide equivalent (MT CO2e). If industrial process emissions are not included, we see an 10% reduction in the overall city GHG emissions. This reduction has occurred as 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.
Cleveland Climate Action Plan Engagement

Cleveland is truly a city of neighborhoods. Lasting climate action requires planning, engagement, and implementation at the neighborhood level. In addition to the 12 workshops described below, the core of this CAP was engagement of a 90+ member Climate Action Advisory Committee and a month-long public comment period which collected over 200 responses.

Learn More. Say More. Do More: Workshops on Health, Community and Climate Action provided a key engagement platform for the Climate Action Plan update process. Over six months and 12 workshops, more than 300 attendees connected their own priorities to areas of climate action. At each workshop, facilitators and participants represented Cleveland’s diverse population and worked together to address:

- Vacant land and illegal dumping
- Access to quality, affordable, healthy food
- Programming needs to help save money on energy costs
- Gaps in connecting residents to industries where green jobs are most likely to be found
- Safety issues related to transportation, mobility, and parks
- Youth engagement and the role of education in climate action and resilience
This year, the Cleveland Climate Action Fund and Resilient Cleveland 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.

The Cleveland Climate Action Fund Crowdfunding Challenge matched every dollar raised towards an ioby project up to $5,000 (or until the funds ran out)! This effectively doubled the resources available to resident-led projects and programs administered by community-based organizations all over the city. Let’s turn more Summit-generated ideas into reality!

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

Projects
The Crowdfunding Challenge was designed to fund ideas that are innovative, practical, and sustainable. Projects make an impact by reducing local emissions or making neighborhoods more resilient to the impacts of climate change. Projects 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.

See Cleveland Climate Projects at www.ioby.com/clevelandclimate

Over 20 projects ranging from solar polar at a food pantry to hybrid transportation for expecting mothers were funded in the two rounds of challenges that took place in 2018.
Sustainable Cleveland Municipal Climate Action Plan

The Sustainable Cleveland Municipal Action Plan (SC-MAP) is a concrete sustainability action plan for Cleveland’s municipal operations. Developed in 2013, the SC-MAP establishes an organizational philosophy toward sustainability through proven policy, goals, actions, and performance metrics. In addition to specific actions for City staff, the SC-MAP also helps the public understand the City’s approach to sustainability and witness the results.

Progress Report

- **4% Reduction in energy use from 2010-2016**
- **15% Reduction in GHG emissions from 2010-2016**

**2010 - 2016 Energy & GHG Savings by Commodity**

- **Energy Savings**
  - Electricity (50%)
  - Steam (37%)
  - Fleet Vehicle Fuel (9%)
  - Commuter Fuel (4%)
  - Fuel [Other]* (0.2%)

- **GHG Savings**
  - Electricity (78%)
  - Steam (19%)
  - Fleet Vehicle Fuel (1%)
  - Commuter Fuel (1%)
  - Fuel [Other]* (<0.1%)
  - Solid Waste (1%)

- Weather normalized Energy Use Intensity (EUI) for 123 City facilities decreased by 9% in 2017, compared to the 2010 baseline, representing 4.6 million square feet.

- The City continues to design and construct new facilities to LEED® certifiable standards, including the new East Side Maintenance Facility (2017), Fire Station #36 (2016), and new City Kennel (opening in 2018).

- In 2017-2018, the City completed a city-wide fleet analysis to identify fuel savings opportunities by switching to alternative fuel vehicles and infrastructure. The City also installed and activated two L2 electric vehicle (EV) charging stations for fleet use.

**Actions**

The City of Cleveland has identified **25 actions** it can take to reduce municipal energy consumption and GHG emissions in the following areas:

- Building Design, Construction, and Maintenance
- Energy Use
- Transportation
- Water Use
- Waste
- Materials Management and Purchasing
Neighborhoods are the building blocks of a great urban area. They are the real places of daily life where people come together to network, to build relationships, and where a sense of identity and history is created. There are many actions Clevelanders can take to help support their neighborhoods including volunteering, learning how to take climate action, and getting to know your neighbors!

Vital Neighborhoods bring together all of our previous Sustainable Cleveland 2019 Celebration Year topics. In reviewing the following pages of highlights and indicators, Vital Neighborhoods are...

- necessary to ensure a high quality of life
- a main driver of prosperity in our modern economy
- supportive of local businesses that meet the needs of long-time and new residents
- dense with mixed use buildings and affordable housing
- safe and attractive with common green space
- a force for civic engagement and relationship building
- the foundation for healthy lifestyles with a walkable urban center that is pedestrian friendly
- places where residents and visitors are encouraged to go outside, get exercise, and meet up with neighbors in informal settings
- prepared for all events, both challenging and opportune, by celebrating strengths and shedding light on vulnerabilities
- those that provide an equitable share of their benefits to all residents and visitors despite their age, gender, race, ability, income, etc.
Vital Neighborhood Highlights

Our neighborhoods are bustling with new projects and programs every day! Community members are collaborating with businesses and organizations to create spaces where we can all live, work, and play. Below are a selection of outstanding initiatives to give a sense of what sustainability looks like at a neighborhood level. We know there is much more amazing work happening across all of our neighborhoods. Our day-one activity will give you the opportunity to share your own story, highlighting what makes Cleveland’s neighborhoods vital.

Bellaire Puritas/West Park
Hosts Neighborhood Housing Clinics, providing residents with information and support for all kinds of housing matters including landlord and tenant rights, lead issues, and the purchasing of vacant property.

Buckeye-Shaker Square
Simon’s Supermarket in Buckeye is now open for business. Over the past year, hundreds of Buckeye/Cleveland residents have organized forums, walkthroughs and even a job fair to make sure that store ownership hears the community's priorities.

Central and Kinsman
Founded in 2010, Rid-All Green Partnership aims to transform Cleveland communities through urban agriculture. Its projects are located within the City of Cleveland’s Urban Agriculture Innovation Zone, a 28-acre vacant tract in a disinvested, inner-city neighborhood. To date, the organization has developed a 1.3-acre farm, which is credited with creating four new jobs, harvesting more than 4,000 tilapia fish and more than 14,000 pounds of produce, and processing up to 40,000 pounds of food waste per week. As a regional training center for the Milwaukee-based Growing Power, it also has trained over 150 people in urban agriculture techniques.

At 3.25 acres, Green City Growers is one of the largest urban greenhouses in the country and provides 38 people with living-wage jobs and a path to ownership.

Collinwood
“Kickin’ It With Cops” is a series of competitions designed to create community pride and build relationships between youth, police officers and adults.
**Vital Neighborhood Highlights**

**Cudell-Edgewater**
Supported implementation of the Cleveland Tree Plan by hosting a Sherwick Tree Steward Training, a volunteer tree planting, and planting 75 street trees funded through the U.S. Forest Service.

**Detroit-Shoreway**
The Dudley Triangle Pocket Park is a central community gathering place for educational, environmental, and social events – it’s development is part of Detroit-Shoreway’s work in climate resilience.

Cleveland Metroparks has led a transformation of 147-acre Edgewater Park into a nature getaway to swim, play, picnic, and relax with family and friends.

**Downtown (includes Warehouse, Gateway, and Campus Districts)**
The Public Square renovation included a $7 million investment in green infrastructure which added significant green space and state-of-the-art water-quality and conservation methods in its design. Wally’s Watermarks is an education trail through Public Square that walks visitors through some of the unique features that help protect Lake Erie.

A Bridge that Bridges project addresses the longstanding division of race in the Campus District. Throughout this project people who work, live or go to school on either side of the bridge engage together while co-creating a mural illustrating a more equal and integrated future.

Cuyahoga Community College (Tri-C) has received four certifications under the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED®) standards. In addition, Tri-C established Sustainable Renovations Guidelines to reduce the impacts of smaller renovation projects.

**Fairfax**
The New Economy Neighborhood is a mixed-use technology research district designed for office space, retail, housing, green space, and parking. This area, which is adjacent to the Opportunity Corridor and part of the Mayor’s Neighborhood Transformation Initiative, will bring sustainable economic growth into this distressed area of Fairfax.

Cleveland Clinic launched a tree planting initiative, including a project to transform parking lots into green spaces.
Vital Neighborhood Highlights

Flats Forward
The Foundry Community Rowing and Sailing Center is a collegiate and youth boathouse, fitness center, and park.

Glenville
The East Side Market, which closed 10 years ago, reopened to provide fresh food, health services and a demonstration kitchen to the Glenville area.

Hough
Chateau Hough, one of the first American vineyards set on reclaimed urban land, was started in 2010 by Mansfield Frazier.

League Park, a home to the Cleveland Indians from 1901-46, was restored in 2014 complete with a Baseball Heritage Museum.

Kamm’s Corners/West Park
Kamm’s Corners Development secured a $250,000 Green Infrastructure Grant that will be used to install green infrastructure in the municipal parking lot this fall at Kamm’s Corners, eliminating nearly 1 million gallons of stormwater runoff annually.

Kamm’s Corners Farmers Market will welcome more than 20,000 visitors this season for locally grown produce, reducing the carbon footprint.

Larchmere
PorchFest held its 10th annual event on Larchmere Boulevard in 2018. This family-friendly, free event featured 30 local musicians from a wide variety of genres performing on residential and local business porches. Hundreds of people visited this quirky and iconic neighborhood for a day of community togetherness.

Cooperative Cleveland: A Community of Interest Network, an innovative “Maker” shop helping small, home-based, minority-owned, ecofriendly businesses practice what they have learned, launched in 2018.
Year of Vital Neighborhoods Highlights

**Lee-Harvard**
"Songs From the Porch" featured interviews from residents on the southeast side of City of Cleveland in Ward 1. The Harvard Community Services Center was able to present this short film via funding from the Cleveland Foundation, Minority Arts and Education Fund, and in collaboration with the Karamu House.

**Little Italy**
GardenWalk Cleveland added Little Italy as a new neighborhood for the Walk in 2018 with 26 gardens.

**Metro West (includes portions of Stockyards, Clark-Fulton, and Brooklyn Center neighborhoods)**
In order to optimize the W. 25th Corridor revitalization in an inclusive, equitable, and transparent manner, MetroHealth embraced the EcoDistricts Protocol and committed to launching the MetroHealth Community District. The EcoDistrict will span approximately 585 acres and will be framed by Interstate 90/490 to the north, I-71 to the east and south, and Fulton Road to the west.

La Placita, a monthly pop-up market on W. 25th and Clark, celebrates live music, dance, traditional food and artisan vendors. The event is part of the grand plan for La Villa Hispana, a project to bolster local businesses through a partnership between the Hispanic Business Center, Hispanic Alliance, and MetroWest Community Development Corporation.

**Midtown**
In partnership with the City of Cleveland, Bioenterprise, and The Cleveland Foundation, Midtown Cleveland supports continued development along the Health-Tech Corridor, a 1,600 acre area linking downtown and University Circle.

University Hospital’s Rainbow Center for Women & Children relocated to Midtown with a state-of-the-art green building.
Year of Vital Neighborhoods Highlights

Mount Pleasant
In partnership with Third Federal Bank, Mt. Pleasant NOW offers Home Ownership Workshops to educate and prepare potential homeowners for all the steps of the home buying process.

Mt. Pleasant NOW offers the Electrical Partnership Program (EPP) focused on reducing electrical energy usage by replacing light bulbs and refrigerators with more efficient options.

Ohio City
Reconstruction of West Side Market parking lot, which includes 42,000 ft.2 of permeable pavement and other stormwater control measures.

Old Brooklyn
Launched Old Brooklyn Connected project, offering free, ward-wide Wi-Fi connection to residents, businesses, and guests.

Slavic Village
Slavic Village Green Homes, a 37 single-family lease purchase project developed using the U.S. Department of Energy’s Net Zero specifications was completed in Summer 2018.

St. Clair-Superior
Supported the launch of the Upcycle Parts Shop, a creative reuse center that connects neighbors to art, materials, and each other.
Year of Vital Neighborhoods Highlights

**Tremont**
Groundbreaking in Clark Field for Stage 3 of the Tremont Towpath Trail and completion of the Tremont Towpath Integration Plan.

Walkabout Tremont showcases Tremont’s creative side on the second Friday of every month from 5-10pm.

**Union Miles**
MetroHealth launched a community trauma center and healing circles with faith-based organizations to ensure those experiencing trauma, such as victims of violent crimes, receive the mental health and support services they need.

The Union Miles Agriculture & Green Landscaping Incubator (U-Mag) provides training opportunities and other support for self-sufficiency and entrepreneurship within the landscaping field and other green occupations.

**University Circle**
The Nord Family Greenway, a 2,200-foot-long expanse to ease pedestrian transit between Case Western Reserve University’s main and west campuses, offers open-air spaces suited to performances, picnics and a permanent, living invitation to those beyond University Circle to explore not only the Greenway itself, but the dozens of arts and cultural institutions that fill the roughly square-mile district.

University Circle Inc. launched uGo to connect residents and visitors to University Circle by transit, biking, walking and ridesharing. UCI was also recognized as a Silver-level Bicycle Friendly Business by the League American Bicyclists.

**Westown**
The historic Variety Theatre was the recipient of a This Place Matters award in 2017 from The National Trust for Historic Preservation which is spurring plans for redevelopment.
**Vital Neighborhood Highlights:**
*Example programs supporting sustainability across neighborhoods*

**Climate Ambassadors**
Four neighborhoods including Slavic Village, Detroit Shoreway, Glenville, and Central-Kinsman are receiving support from the Kresge Foundation and Cleveland Neighborhood Progress for climate resilience work and outreach efforts through sixteen climate ambassadors.

**GardenWalk Cleveland**
This two-day event in July is a free, self-guided tour of residential and commercial gardens in Cleveland neighborhoods. In 2018, there were over 200 gardens to visit in five Cleveland neighborhoods. The featured neighborhoods were: Detroit Shoreway, West Park, Slavic Village, North Collinwood and Little Italy.

**Open Streets Cleveland**
Open Streets Cleveland temporarily closes segments of Cleveland streets to cars and opens them for people-powered movement such as biking, walking, dancing, and much more. Now in its third year, the Open Streets movement in Cleveland opens up around a mile of city streets once a month in the summer.

**City of Cleveland Rain Barrel Program**
Summer 2018 marked the 10th year for the Rain Barrel and Rain Garden programs. In total the program team assembled and distributed 381 rain barrels to City of Cleveland residents through education workshops and home deliveries. Students in the program learned about storm water issues while Cleveland residents learned about reducing combined sewer overflow in our watershed and the importance of water conservation.

**Cleveland Tree Plan**
In an effort to increase Cleveland’s Tree Canopy and restore Cleveland as the Forest City, The Cleveland Tree Coalition has set the goal of 50,000 trees to be planted by 2020. Tree plantings have occurred throughout the City and will continue as we strive to regain our title as The Forest City. Commitments from the City of Cleveland, our many partners and residents will help get us to our goal.

**Healthy Neighborhood Initiative**
In May of 2017, Mayor Jackson announced key pieces of legislation that will address the Neighborhood Transformation Initiative, the Safe Routes to School initiative, demolitions and house rehabilitations, and programs through the new Mayor’s Office of Prevention, Intervention, and Opportunity for Youth and Young Adults.

**Neighborhood Connections**
Established in 2003, Neighborhood Connections is an innovative, nationally recognized community-building program. Their mission is to fuel the power of neighbors to create together an extraordinary world where they live. Networking opportunities, small grants and trainings are just some of the resources offered to Cleveland residents through their programming.

**ioby (In Our Back Yards)**
Since beginning in Cleveland in March 2016, ioby has trained over 1,300 Clevelanders to plan, fund, and build positive change in neighborhoods across the city, gathered over 350 ideas for local community projects, and supported over 125 project leaders in launching their crowdfunding campaigns. Together these leaders have raised nearly $200,000 in small donations.
Vital Neighborhood Indicators

Below are a series of Sustainable Cleveland Indicators related to Vital Neighborhoods in Cleveland and Northeast Ohio. For the full list of key indicators, visit: www.SustainableCleveland.org/dashboard

Blight-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

Green Jobs
Access to jobs that pay a living wage and support a healthy environment are critical for becoming a ‘green city on a blue lake.’ The 2018 CAP looked into industries throughout Cleveland and Cuyahoga County where green jobs are most likely to be found. “Green jobs” are defined as jobs that produce goods or provide services that benefit the environment or conserve natural resources, as well as jobs in which workers’ duties involve making their establishment’s production processes more environmentally friendly or use fewer natural resources. In 2017, approximately:

- 5% of Cleveland’s workforce was employed in industries that align closely with CAP Focus Areas
- On average, the average annual wages of workers in these industries in Cleveland were $7,170 greater (or 13% greater) than average annual wages of workers in all industries in Cleveland.

Source: City of Cleveland, Green Jobs and Workforce Development Analysis
Vital Neighborhood 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 80% of Clevelanders live within a ten-minute walk of a public park.

According to the latest Parkscores, Cleveland is rated 37th out of 100 cities, moving up 8 spots compared to 2016.

Source: City of Cleveland; Trust for Public Land

Clean Water
The number of stormwater system overflow days is one metric to assess water quality. Another is an index score of Cuyahoga River well-being.

Source: Northeast Ohio Regional Sewer District
Vital Neighborhood Indicators

Tree Canopy
Tree canopy provides many benefits to communities, including increased property values, decreased stormwater runoff, energy savings, improved air quality, reduced heat island effect, and more.
Source: Cuyahoga County Urban Tree Canopy Assessment, 2013

Access to Healthy Food & Health
Healthy food access is not only important to resident’s health and reducing diabetes and other diet-related diseases, but also stimulates the local economy.
Source: The Ohio State University Extension, Cuyahoga County; Cuyahoga County Planning Commission

In Cleveland:
7 Farm Stands*
12 Farmers’ Markets*
178 Community Gardens
*All—in addition to one local Community Supported Agriculture (CSA) program—accept SNAP/Produce Perks
Sustainable Cleveland in 2019

2019 will mark the culmination of Sustainable Cleveland 2019 (SC2019), Mayor Jackson’s 10-year initiative to advance progress in becoming a “green city on a blue lake.” The initiative engages people from all walks of life, working together to design and develop a thriving and resilient Cleveland region. In 2009, as Cleveland was just beginning to break out of the Great Recession, Mayor Jackson founded Sustainable Cleveland 2019 because he saw an opportunity to prepare Cleveland for the future – to build a sustainable economy – and that opportunity could not be wasted.

2019 is also significant in Cleveland and Northeast Ohio because we will mark the 50th anniversary of the infamous 1969 Cuyahoga River fire. With local leaders like Carl Stokes and thousands of others since, the work of Clevelanders led to passage of the Clean Water Act, the improvement in water quality we’ve seen since, and also creation of the U.S. EPA.

50 years later in 2019, the nation’s eyes will again turn toward Cleveland for a retrospective of the fire. This moment provides a unique opportunity to redefine Cleveland’s narrative, share our ongoing sustainability progress, and set the stage for future action, both locally and nationally.

Throughout 2019 we will be celebrating Cleveland’s leadership in sustainability, community engagement, and reshaping the places where we live, work, and play. Like the aftermath of the burning river, we can meet today’s threats with local leadership and collaboration that is supported by strong federal policy.

The City of Cleveland and dozens of partnering organizations are dedicated to telling the story of the City’s journey, accomplishments, and the impact of SC2019 and progress since the 1969 river burning, all setting the stage for future action.
Sustainable Cleveland 2019 Steering Committee

The City of Cleveland has convened a 50+ member Steering Committee working to ensure all citizens feel a sense of pride in the celebration of Cleveland’s progress, rich history, and bright future, while highlighting the need for action. Steering Committee members or their representatives meet quarterly. Steering Committee members include:

Mayor Frank G. Jackson (Chair) - City of Cleveland
Mark Barker- Interlake Steamship
David Beach- Cleveland Museum of Natural History
Peter Bode- West Creek Conservancy
Paul Clark- PNC Bank
Rich Cochran- Western Reserve Land Conservancy
Pat Conway- Great Lakes Brewing Company
Crystal Davis- Alliance for the Great Lakes
Robert Davis- City of Cleveland, Department of Public Utilities
Tim Donovan- Canalway Partners
Kyle Dreyfuss-Wells- Northeast Ohio Regional Sewer District
Kirsten Ellenbogen- Great Lakes Science Center
Margie Flynn- BrownFlynn
Mike Foley- Cuyahoga County
Chuck Fowler- Fairmount Santrol
William Friedman- Port of Cleveland
Grace Gallucci- NOACA
David Gilbert- Destination Cleveland
Jane Goodman- Cuyahoga River Restoration
Matt Gray- City of Cleveland, Mayor’s Office of Sustainability
Kristin Hall- City of Cleveland, Mayor’s Office of Sustainability
Stefan Holmes- Cleveland Citywide Development Corp.
Shenise Johnson-Thomas- Cleveland Public Library
Kevin Kelley- Cleveland City Council
Craig Kenkel- National Park Service
David LaRue- Forest City
Mike Madar- ArcelorMittal Cleveland
Ja’Nice Marshall- Tri-C
Valarie McCall- City of Cleveland, Mayor’s Office
Deidre McPherson- Cleveland Museum of Art
Beth Mooney- KeyBank
Dan Moulthrop- City Club of Cleveland
Dave Nash- McMahon DeGulis
Blake Oatey- Oatey
Jeffery Patterson- Cuyahoga Metropolitan Housing Authority
Greg Peckham- LAND Studio
Jane Platten- MetroHealth
Joel Ratner- Cleveland Neighborhood Progress
Ronn Richard- Cleveland Foundation
Chris Ronayne- University Circle Inc.
Connie Sasala- Eaton
Ken Silliman- Resident
Shanelle Smith- Trust for Public Land
Barbara Snyder- Case Western Reserve University
Steve Standley- University Hospitals
Maurice Stinnett- Cleveland State University
Bryan Stubbs- Cleveland Water Alliance
Karen Thompson- Cleveland Municipal School District
Jon Utech- Cleveland Clinic
Bill Zawiski- Ohio EPA
Brian Zimmerman- Cleveland Metroparks
We would also like to thank members of our 2019 Celebration subcommittees on events, communications, arts & urban design, and neighborhood & business engagement, whose organizations may not be represented here.
Sustainable Cleveland Working Groups and “Graduates”

Sustainable Cleveland Summit attendees are asked to provide input and commit to action around specific topic areas in sustainability. Working Groups formed during the Summit are comprised of individuals, organizations, and businesses working together throughout the year on projects, programs, and policies that are making Cleveland more sustainable. Over the past years of Sustainable Cleveland Summits many Working Groups have been formed with varying results. The Vital Neighborhoods Working Group and ZeroWasteNEO were formed early on and are still going strong.

Since the beginning of the Sustainable Cleveland 2019 initiative, six working groups have “graduated” to become independent businesses or non-profits.

There are currently five active Sustainable Cleveland Working Groups. They are:

**Vital Neighborhoods Working Group**
*Contact: Marka Fields at mfields@city.cleveland.oh.us*
*Social media: [www.facebook.com/vitalneighborhoods](http://www.facebook.com/vitalneighborhoods) – or – [twitter.com/vitalnbrhds_CLE](http://twitter.com/vitalnbrhds_CLE)*

**ZeroWasteNEO**
*Contact: Kristin Hall at khall@city.cleveland.oh.us*
*Website: [www.sustainablecleveland.org/zwneo](http://www.sustainablecleveland.org/zwneo)*

**Open Streets (formerly ciCLEvia)**
*Contact: Calley Mersmann at calley@openstreetscle.org*
*Website: [www.openstreetscle.org](http://www.openstreetscle.org)*

**Plastics Reduction Working Group**
*Contact: Cathi Lehn at clehn@city.cleveland.oh.us*
*Blog: [www.sustainablecleveland.org/skip_the_straw](http://www.sustainablecleveland.org/skip_the_straw)*

**Forest City Working Group**
*Contact: Cathi Lehn at clehn@city.cleveland.oh.us – or – Courtney Blashka at cblashka@holdenarb.org*
Plastic Marine Debris Reduction Campaigns

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

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

Two campaigns launched through the Office of Sustainability and its partners are: 

*Don’t Break the Lake* and *Skip the Straw*.

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.

In partnership with:

The Sustainable Cleveland Plastic Reduction Working Group invites you to join the *Skip the Straw* campaign.

Through this targeted effort, we hope to prevent millions of plastic straws from entering the Lake. Restaurants, bars and similar establishments can play an important role by reducing the amount of plastic straws that are used by their customers daily.

*Skip the Straw* simply requests that restaurants refrain from automatically putting a plastic disposable straw in each beverage, but rather allow customers to request a straw if they so desire. Customers can do their part by only requesting a straw when absolutely necessary.

For more information, check out the blog at www.sustainablecleveland.org/skip_the_straw or contact Cathi Lehn, Sustainable Cleveland Manager at clehn@city.cleveland.oh.us.
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. 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.
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.
Thank you to our *Lake Erie* Sponsors

Northeast Ohio Regional Sewer District

Cleveland Clinic

City of Cleveland Water

University Hospitals

KeyBank
Thank you to our **Cuyahoga Sponsors**

Thank you to our **Community Sponsors**
Thank you to our other

*Partners in Sustainability*

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Thank you to our *Zero Waste Sponsor*

*Rust Belt Riders*
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 both sides of Public Auditorium and zero waste volunteers are there 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/zwneo](http://www.sustainablecleveland.org/zwneo)

**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
A special thank you to the Flourishing Leadership Institute and The Fowler Center for Business as an Agent of World Benefit for their Summit support over the years

Professors David Cooperrider and Ron Fry from the Weatherhead School of Management at Case Western Reserve University and The Fowler Center were the original design and facilitation partners of the Sustainable Cleveland Summits. The Flourishing Leadership Institute, in partnership with David, Ron and The Fowler Center, has been the lead design and facilitation partner since 2016. Please join us in thanking these world class leaders and organizations for helping us use the power of Appreciative Inquiry to transform our city!

The Fowler Center for Business as an Agent of World Benefit exists to advance the scholarship and practice of flourishing enterprise. Flourishing enterprises are 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.

The Flourishing Leadership Institute (FLI) is the global leader in designing and facilitating cultural transformations, high stakes strategic planning, leadership development, community building and dramatic whole system change efforts using its LEAF approach along with Appreciative Inquiry. The FLI team has worked with the US Navy, United Nations, Facebook, BMW, TEDx, FairmountSantrol (now Covia, our 2018 summit Blue Lake Sponsor) and many other high purpose organizations.

FLI is the creator of the Leading with Experiential Appreciative Facilitation (LEAF) training and certification. The LEAF approach combines the best of Appreciative Inquiry and Holistic Experiential Facilitation training into a practical and customizable “leadership operating system” for leaders and change agents (consultants, trainers, facilitators, speakers) to bring into every conversation, meeting and critical convening they lead. The LEAF approach helps leaders of all kinds enable a team, community, or organization to come alive, to be at its very best, more naturally, effectively, and faster than ever before.

To learn more about FLI, please visit: www.lead2flourish.com
To learn more about the LEAF, 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 or Appreciative Inquiry
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