

# SUSTAINABLE CLEVELAND Report *from* the Community

MAY 2014

2009

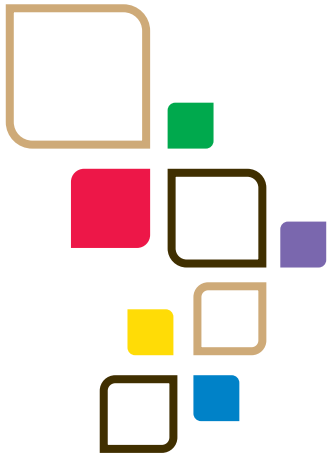
2013

2019





2009-2013



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## WELCOME

Dear Friends:



We all prosper when our economy is strong, our environment is healthy and our society is vibrant. Sustainability is about transforming Cleveland into a city of the future. Living and growing as a sustainable city is crucial to Cleveland's long-term viability. We are pleased to share with you the first Sustainable Cleveland Report From the Community. Sustainable Cleveland 2019 is a ten-year initiative that engages everyone to work together to design and develop a sustainable economy for Cleveland.

This document provides highlights of the Sustainable Cleveland 2019 initiative in the years since its inception. It includes a section on measured progress, and snapshots of sustainability work happening in Cleveland.

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 comprised of more than 200 active volunteers are moving forward on a wide variety of initiatives. Because of this work, integrating environmental protection, economic development, and equity is becoming a model of how to prepare for the future. Cities across the country are now beginning to adopt this approach. It is important that we – as a broader community – stay focused on this tremendous opportunity to position Cleveland for the future and that we fully support efforts to build a sustainable economy.



We have strengthened the Sustainable Cleveland initiative by: opening the Sustainable Cleveland Center in Tower City to provide a physical home and public engagement space for sustainability; launching a new website to make it easier for participants and the general public to stay updated and take action; launching the Climate Action Plan and the Sustainable Cleveland Municipal Action Plan; and creating performance indicators to measure our progress. We are continuing with the tradition of "Celebration Years" for sustainability and we are proud of the progress we are making as measured by the performance indicators.

With five summits behind us, and five more to go, we are taking an in-depth look at the strategies that will help us reach our goals. We are integrating sustainability not only into the City of Cleveland's everyday municipal operations, but also into our residents' lives and the priorities of our corporate and institutional partners. We are committed to sustaining this work until 2019 and beyond, and we look forward to Clevelanders from all walks of life sharing in the benefits of a Sustainable Cleveland.

Sincerely,

A handwritten signature in black ink, likely of Mayor Frank G. Jackson.

Mayor Frank G. Jackson

A handwritten signature in black ink, likely of Jenita McGowan.

Jenita McGowan, Chief of Sustainability



## 1.0

## SUSTAINABLE CLEVELAND

## SUSTAINABLE CLEVELAND 2019 IS:

A community of people from every walk of life working together to reshape Cleveland into a vibrant livable city with thriving businesses and a flourishing natural environment.

A resource that offers information and actionable tools so you can make smart, sustainable choices at home, at work and in your community.

*Sustainable Cleveland 2019 is organized by a framework of themed Celebration Years and an annual Sustainability Summit. Working groups emerge from the annual Sustainable Cleveland 2019 summits and focus on different topics to build a brighter future for Cleveland. Working groups are an essential part of the Sustainable Cleveland initiative because they continue Summit momentum throughout the year and help to expand our reach to various communities.*

**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

## TIMELINE

During the 2013 Annual Sustainability Summit, we crowd-sourced content for this Report From the Community. During the Summit, we shined a spotlight on the trends, milestones, achievements, changes, and signs of momentum affecting our capacity, conviction, and cooperation to create “a thriving green city on a blue lake” by 2019. By co-creating a timeline from 1969-2013, we identified key themes and eras in sustainability. We also created a “futureline” from 2014-2019 to capture people’s hopes for future accomplishments.

**CHRISTINA YOKA** of Earth Day Coalition quantitatively analyzed the timeline and categorized responses in the following ways:

- Negative Interaction: Environmental crisis, witnessing environmental degradation
- Positive Environmental Interaction: Childhood gardening, camping, hiking
- Community Interaction: Festivals, community groups, taking action as part of a community
- Academic Educational Experience: Classroom activities, books, movies and documentaries
- Inspirational Educational Experience: Scouting, influential speeches, witnessing other lifestyles
- Structural Change: Mandated recycling, rules or regulations implemented
- Lifestyle: Planting a garden, energy efficient appliances, transportation choices



*Summit participants identified personal and community-wide sustainability milestones and benchmarks on the Sustainable Cleveland Timeline.*

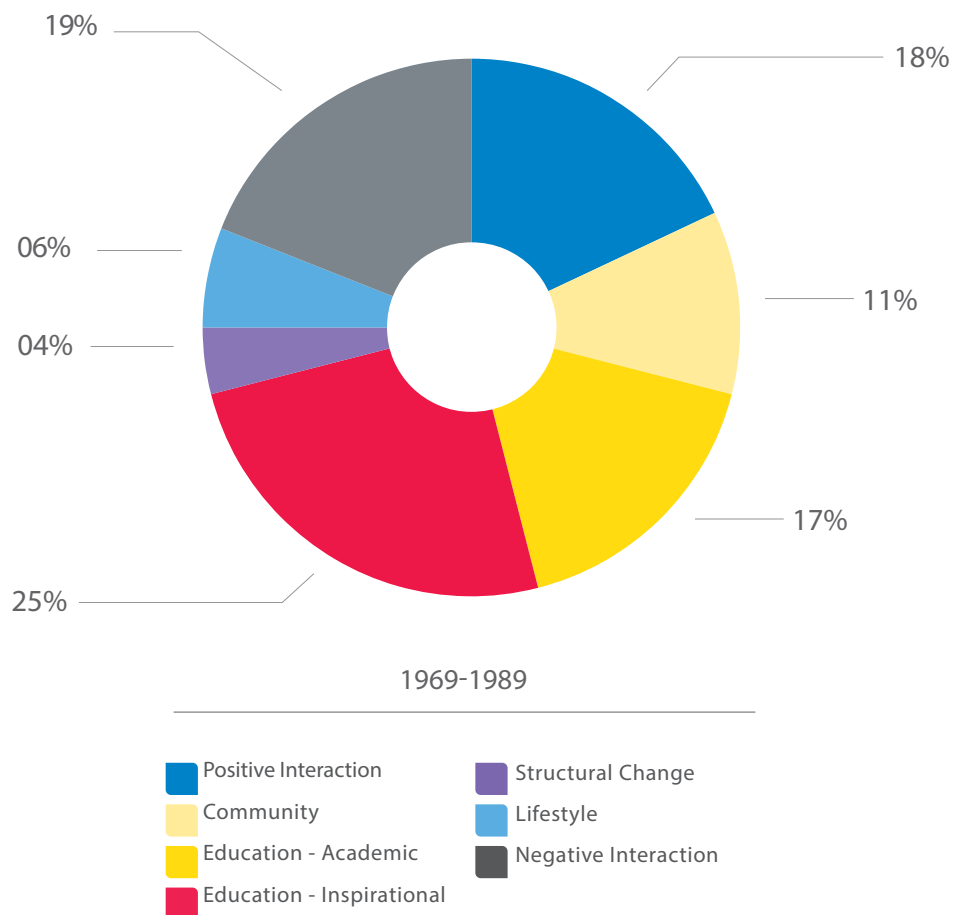


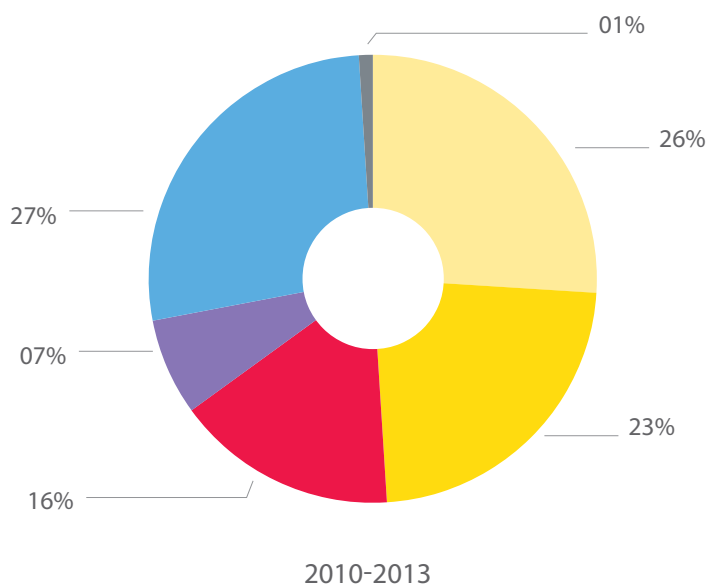
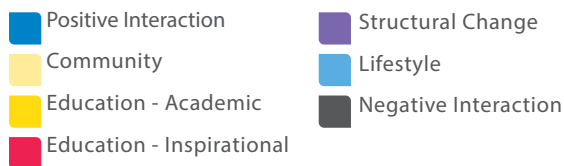
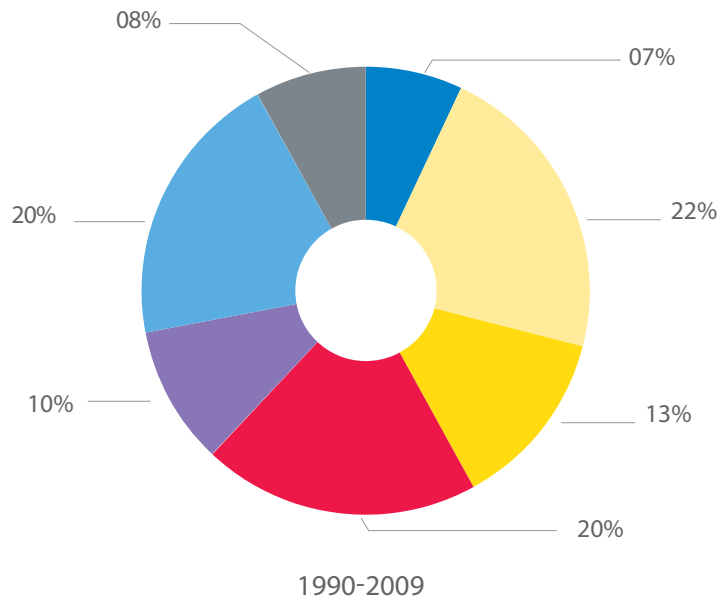


## 1969-1989

For Summit participants 1969-1989 was as an era of personal awakening. People wrote about falling in love with nature in our parks and wild places. They began to pay more attention to what they were putting into the air, the water and their own bodies. During these decades, Clevelanders began to link environmental disasters to effects in their personal lives and community. Events such as Three Mile Island, the Oil Embargo, the burning of the Cuyahoga River, and the pronouncement that Lake Erie was “dead” from eutrophication were seen as personal calls to action. The federal government created the Environmental Protection Agency (EPA) and instituted policies such as the Clean Water Act and the Clean Air Act. Authors and filmmakers began to shape the media with books such as *Silent Spring* and the movie *Soylent Green*; environmental awareness became more commonplace and colleges began offering environmental science curriculum.

Summit participants reported that the years 1969-1989 were primarily about inspirational and educational experiences that led to greater interest in the environment and sustainability. People experienced negative and positive environmental interactions in almost equal amounts. Negative interactions are experiences like witnessing the Cuyahoga River on fire and positive interactions are favorable experiences with nature, such as camping trips.





### 1990-2009

Summit participants increased their awareness and personal action during the 1990s and early 2000s. Awareness grew about personal choices and people began taking the bus, eating local food, and recycling. People connected sustainability with social justice and quality of life as well. During this time the Great Lakes Energy Task Force was formed, investments were made in the urban core, and the EPA designated the Cuyahoga River as a Heritage River. David Beach created EcoCity Cleveland which became the GreenCityBlueLake Institute and many other grassroots organizations were formed. The City and the Metroparks began creating more bicycle infrastructure and Greater Cleveland Regional Transit Authority's Healthline down Euclid Avenue was built. Cleveland developers began to embrace green building practices and the Cleveland Environmental Center was renovated to LEED standards. On a global scale, climate change concerned citizens and they read more books and articles about the environment and sustainability.

### 2010-2013

The first five years of the Sustainable Cleveland 2019 initiative was a time of "firsts" for Summit participants – a first trip to a farmers' market, a first bus trip, a first time composting, a first rain barrel, and many more. There was a trend of smaller grassroots organizations forming and joining networks and working more collaboratively. Sustainability became more mainstream and a part of our collective consciousness. Nortech created advanced energy roadmaps to create a pathway to a green jobs economy and the offshore wind turbine project was launched by LEEDCo to build upon our base of manufacturing and prime location on Lake Erie.



## 2014-2019: THE FUTURELINE

Summit participants predict a further shift from “I to We”. They envision a cyclist friendly city with net zero energy buildings. Cleveland is moving toward energy independence and carbon neutrality—a model of sustainability. Local sourcing of food and energy serve as economic drivers. The paradigm is “Sustainability is the new normal” and “Sustainability is a family value”.





2.0

## MEASURING PROGRESS

### THE SUSTAINABLE CLEVELAND DASHBOARD

Individuals, organizations and City government are all making great progress in reshaping Cleveland as a thriving and healthy city that's re-designing its economy through sustainable actions. Measuring progress is essential to the success of Sustainable Cleveland. In 2012, the Mayor's Office of Sustainability worked with the Institute for Conservation Leadership to create performance indicators to measure results, inform strategy, and shine a light on what is working.


The Sustainable Cleveland Dashboard helps us to speak the same language, move in the same direction and tie our actions to the values of Sustainable Cleveland. These performance indicators build upon the Action and Resources Guide published in 2010 and were designed with the intent of activating stakeholders, focusing on bellwethers and using accessible data sources that are simple to collect and analyze. Everyone should be able to find at least one indicator to help move in the right direction.





## THE SUSTAINABLE CLEVELAND DASHBOARD

The indicators are located on an interactive dashboard on the home page of [www.SustainableCleveland.org](http://www.SustainableCleveland.org). The Office of Sustainability updates the metrics annually to help inform action and maintain accountability to the community. The indicators highlighted in this section represent a subset of the full set of 24 indicators.

STRATEGIC FRAMEWORK: PRIORITY AREAS & GOALS				
	PERSONAL & SOCIAL ENVIRONMENT (p. 10)	NATURAL ENVIRONMENT (p. 12)	BUILT ENVIRONMENT (p. 14)	BUSINESS ENVIRONMENT (p. 16)
PRIORITY AREA	Culture of Collaboration	Restore & Regenerate	Vibrant Downtown & Neighborhoods	Discover New Business Opportunities
GOAL	Alignment & Cross Pollination	Value & Leverage Natural Assets	Vibrant Walkable Commercial Centers	Grow New Businesses
GOAL	Communicate Progress & Stories	Healthy, Clean, and Beautiful Environment	Transform Blight into Assets	Implement Sustainable Strategies
GOAL	Collaborative Governments	Urban Agriculture	Responsive Local Decision Making	Strengthen Local Economy
PRIORITY AREA	Culture of Learning	Radical Resource Efficiency	Smart Growth Infrastructure	Re-Tool Incentive & Regulatory Systems
GOAL	Agile, Resilient Workforce	100% Renewable Energy	Integrated Natural Systems	Align Taxes, Regulations, Laws, Codes
GOAL	Sustainability Learning for All	Systemic Energy Efficiency	Healthy Buildings	Align & Create Incentives
GOAL	Entrepreneurial Thinking	Zero Waste	Sustainable Mobility	Innovative Financing/Funding
 HEALTH - CLIMATE CHANGE - EQUITY				

*Special thanks to the Sustainable Cleveland Stewardship Council for advising the indicators project.*

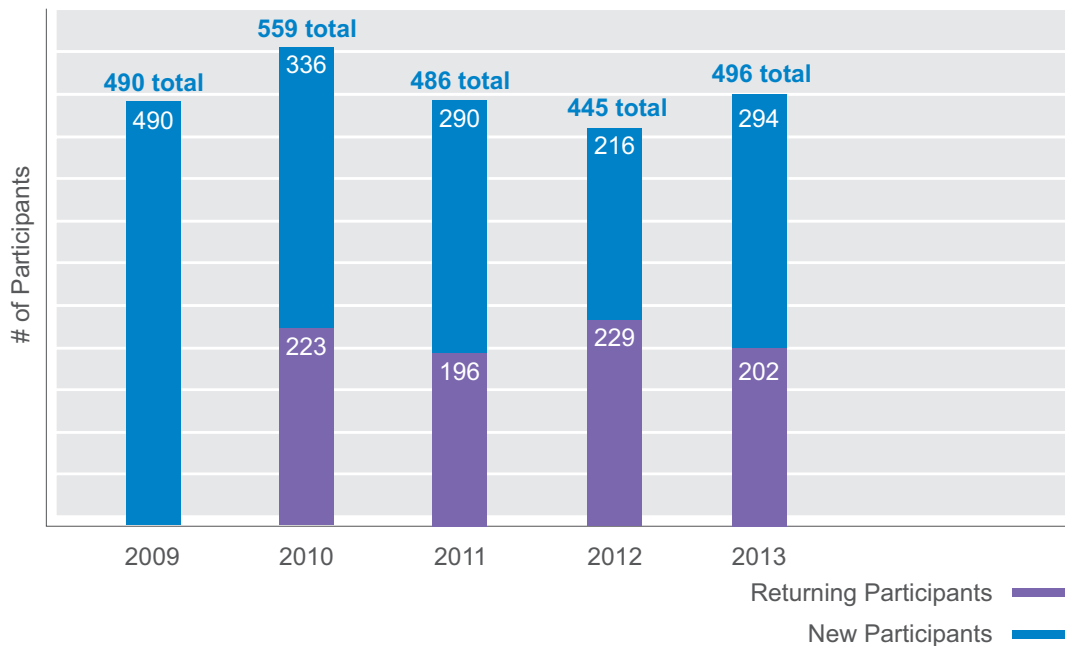




## THE PERSONAL AND SOCIAL ENVIRONMENT:

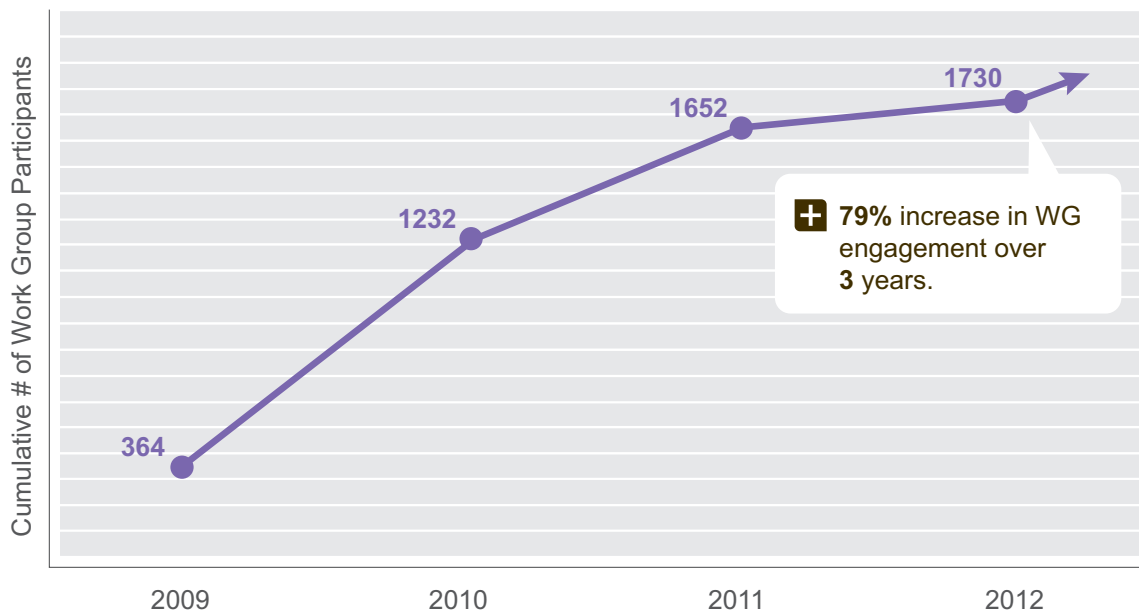
How our community creates, adapts to and benefits from the challenges of a sustainable economy

### SUMMIT PARTICIPANTS



Data Source:  
Sustainable  
Cleveland Summit  
registration forms

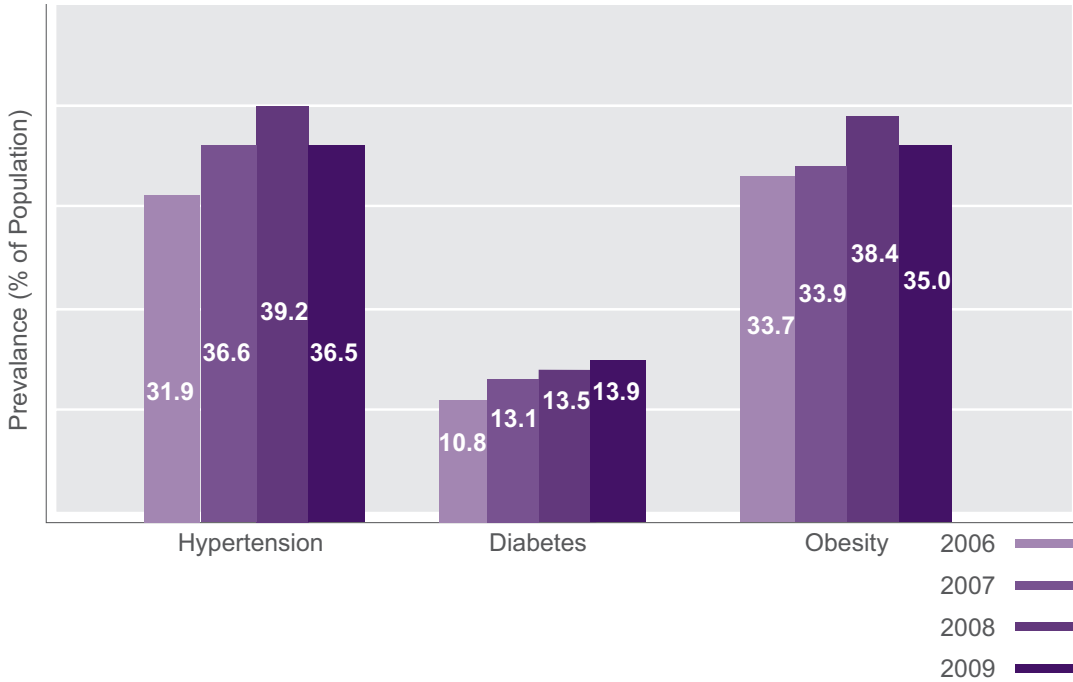
### WORKING GROUPS ENGAGEMENT



Data Source:  
involvement data  
collected by work  
groups

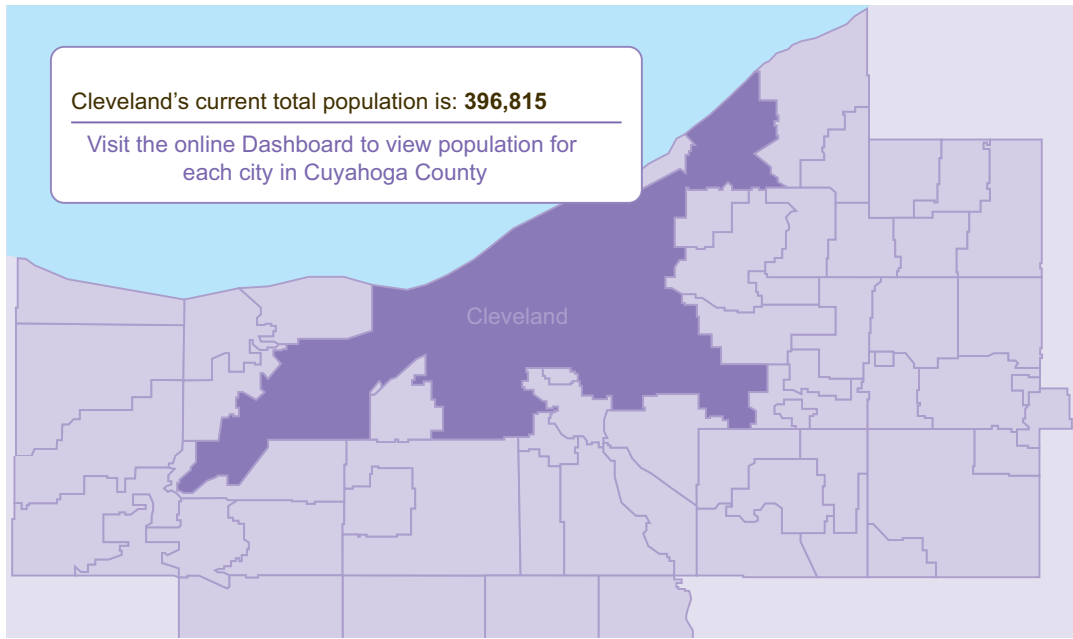


HEALTH



Data Source: Cleveland-Cuyahoga County Behavioral Risk Factor Surveillance Survey (BRFSS) data compiled by the Prevention Research Center at Case Western Reserve University in partnership with the Cuyahoga County Board of Health and Cleveland Department of Public Health.

POPULATION



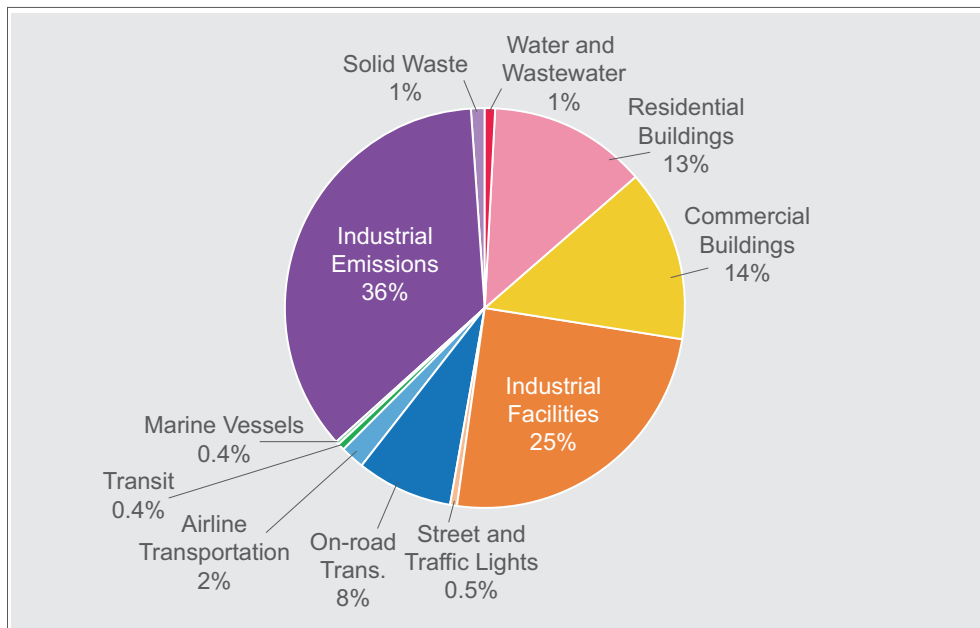
Data Source: U.S. Census



### THE NATURAL ENVIRONMENT:

How we restore and harness our natural capital, from brownfields to waste and renewable energy, by leveraging economic and social value in new ways

#### GREENHOUSE GAS EMISSIONS: EMISSIONS BY SECTOR

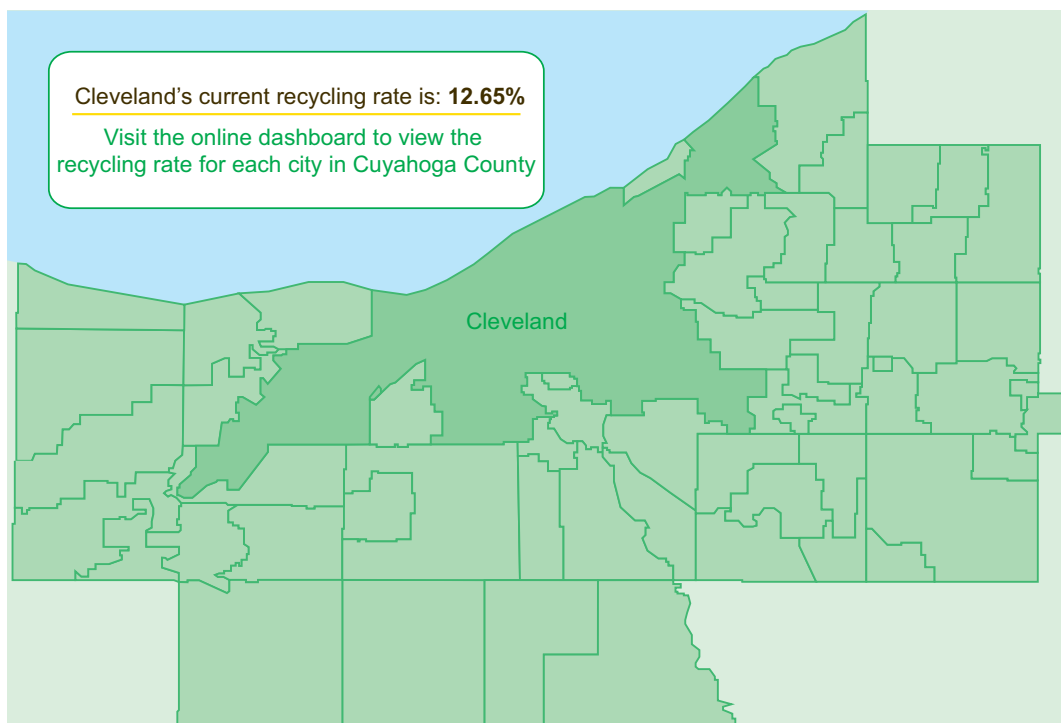


2010 Total Emissions = 12,791,996 MT CO<sub>2</sub>e

Data Source: City of Cleveland

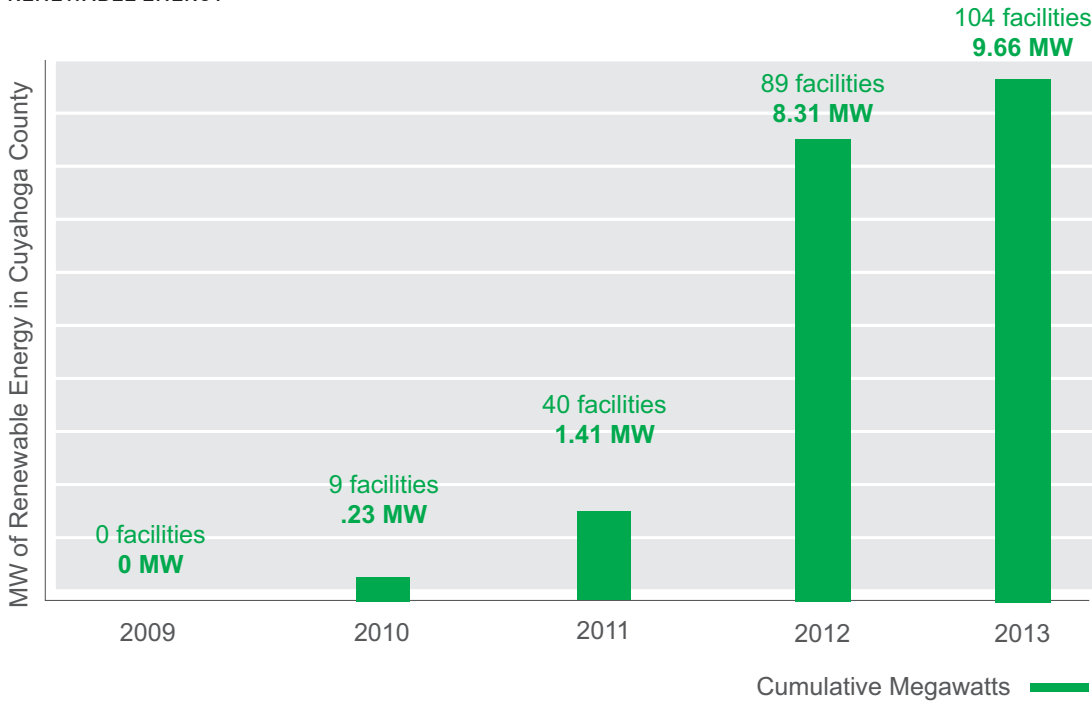
\*GHG emissions inventory will be updated in 2016.

#### WASTE MANAGEMENT



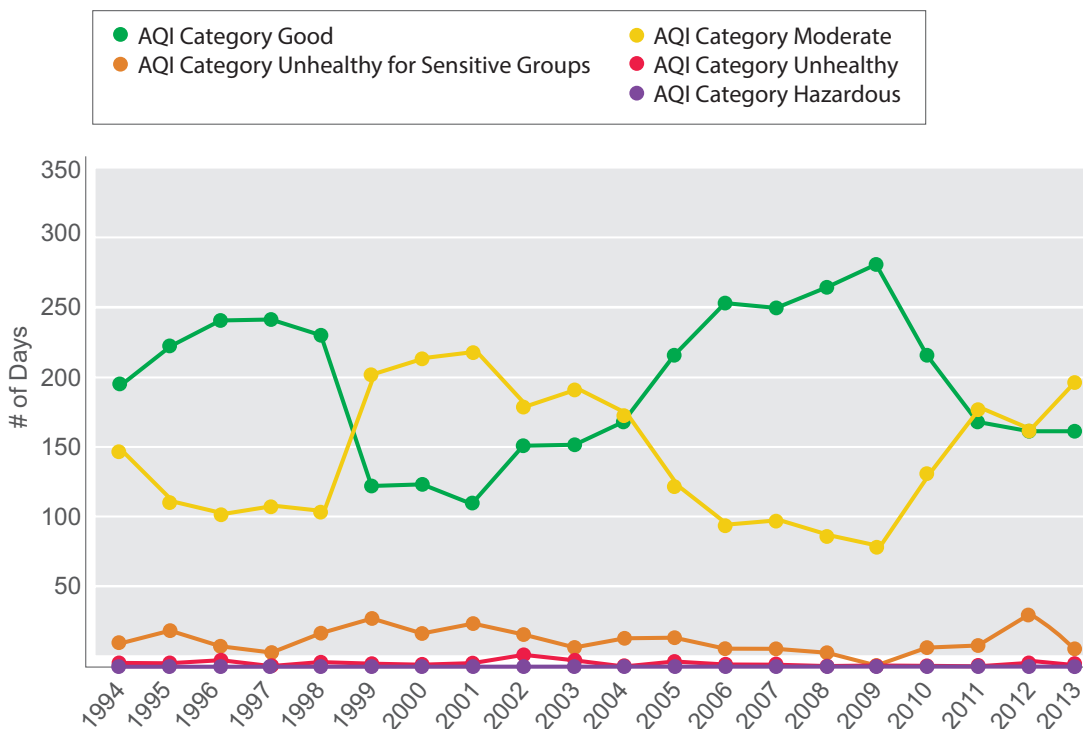
Data Source: Cuyahoga Solid Waste Management District annual reports

## RENEWABLE ENERGY



Data Source: Public Utilities Commission of Ohio (PUCO)  
Approved cases of Renewable Energy Installations (Solar Photovoltaic, Wind, Biomass, Fuel Cells) required to sell Renewable Energy Credits (RECs)

## AIR QUALITY



Data Source: Air Quality Trends and NonAttainment Status for Northeast Ohio, 2013, Northeast Ohio Areawide Coordinating Agency

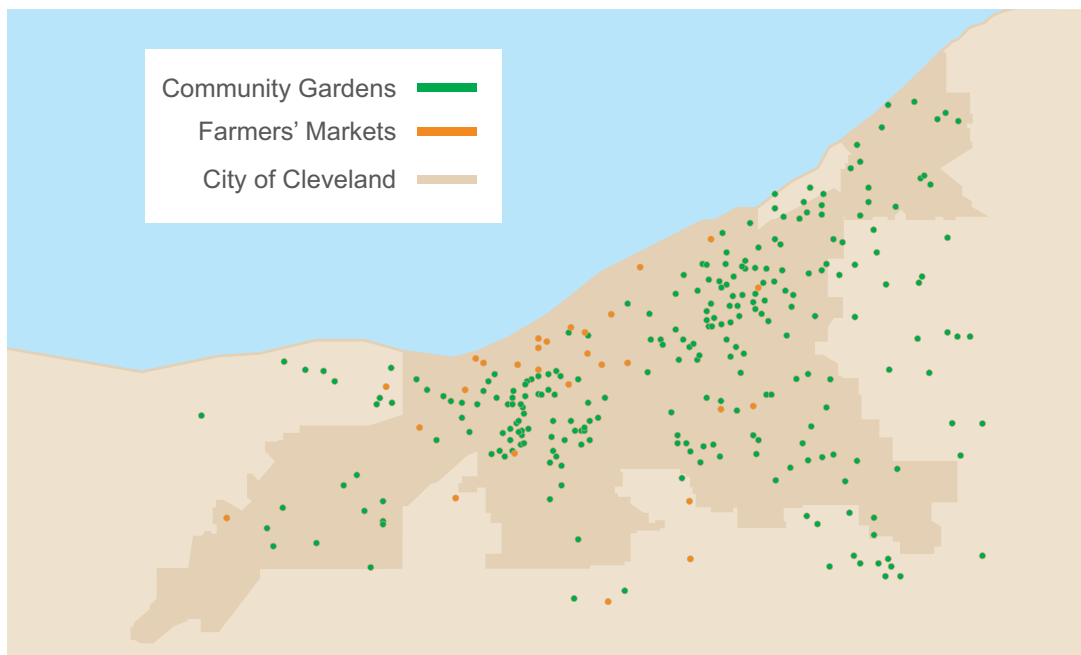




## THE BUILT ENVIRONMENT:

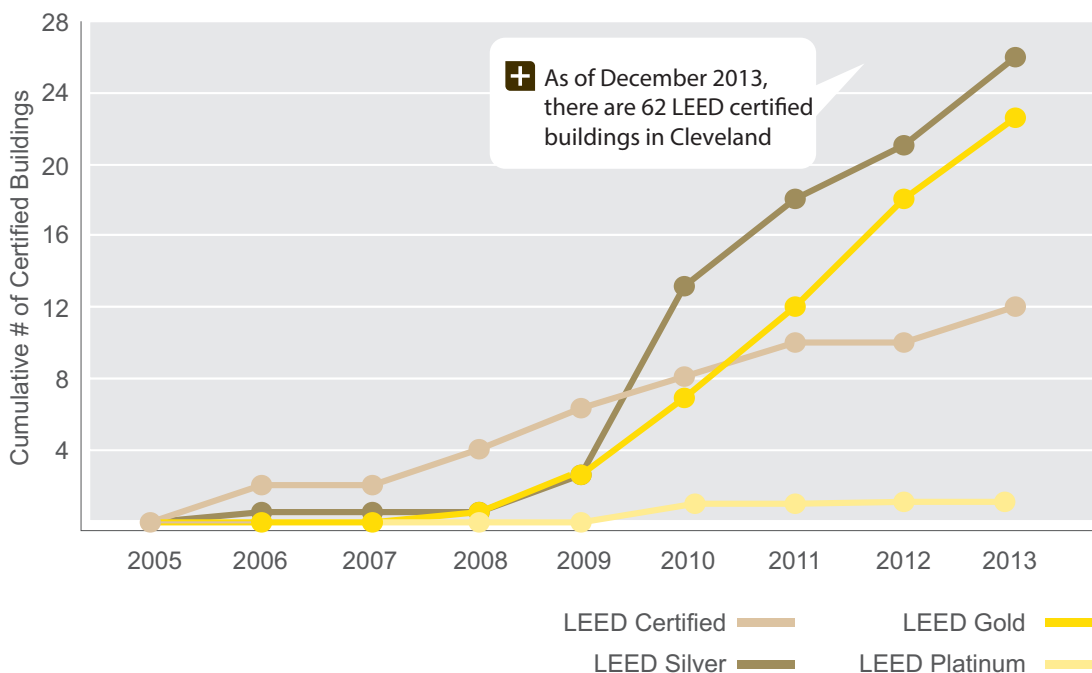
How our neighborhoods, institutions, industries, and government integrate sustainability into their facilities and infrastructure

### HEALTHY LOCAL FOODS



Data Source: Local Food Cleveland, Cuyahoga County Assessment: Access to Supermarkets, Retail Food Gaps and Opportunities in Cuyahoga County

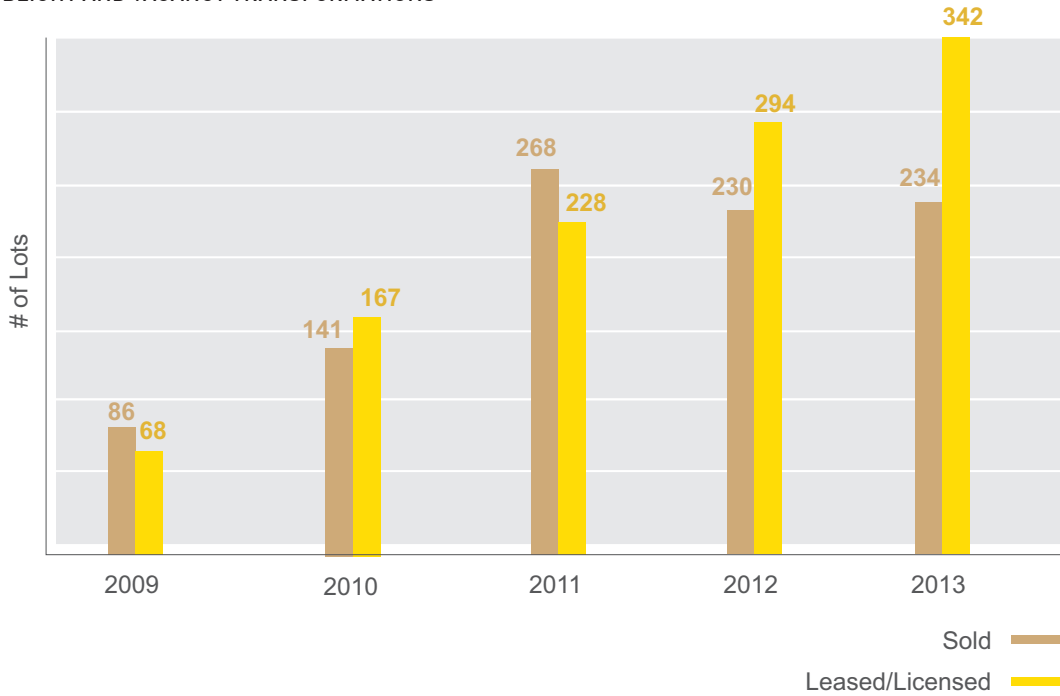
### GREEN BUILDINGS



Data Source: Northeast Ohio U.S. Green Building Council

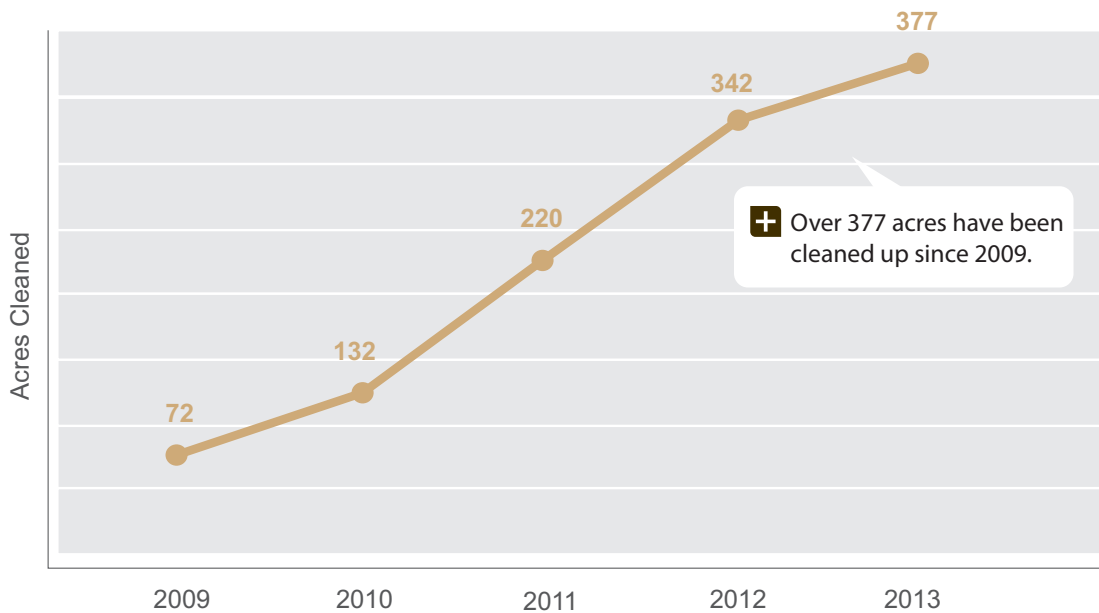


## BLIGHT AND VACANCY TRANSFORMATIONS



Data Source: City of Cleveland

## CONTAMINATED SITES ARE CLEANED UP AND RETURNED TO PRODUCTIVE USE



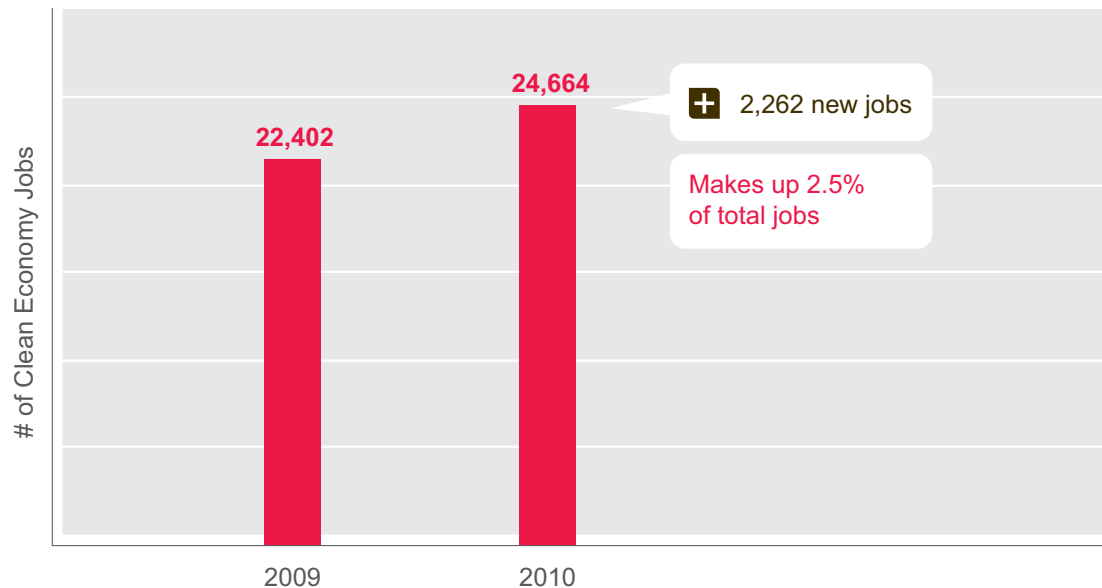
Data Source: City of Cleveland and Cuyahoga County



## THE BUSINESS ENVIRONMENT

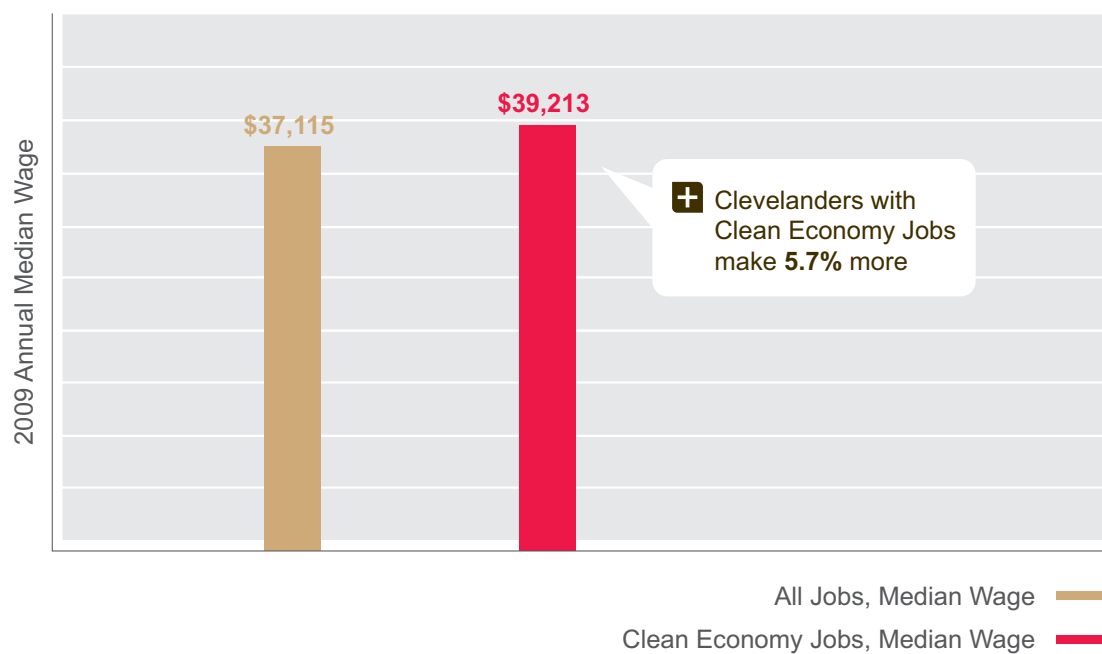
How our region's economic engines adapt to market changes while "greening" their supply-chain and accelerating innovation in clean technologies

### SUSTAINABLE ECONOMY: NUMBER OF CLEAN ECONOMY JOBS



Data Source:  
Brookings "Sizing  
the Clean Economy"  
Report

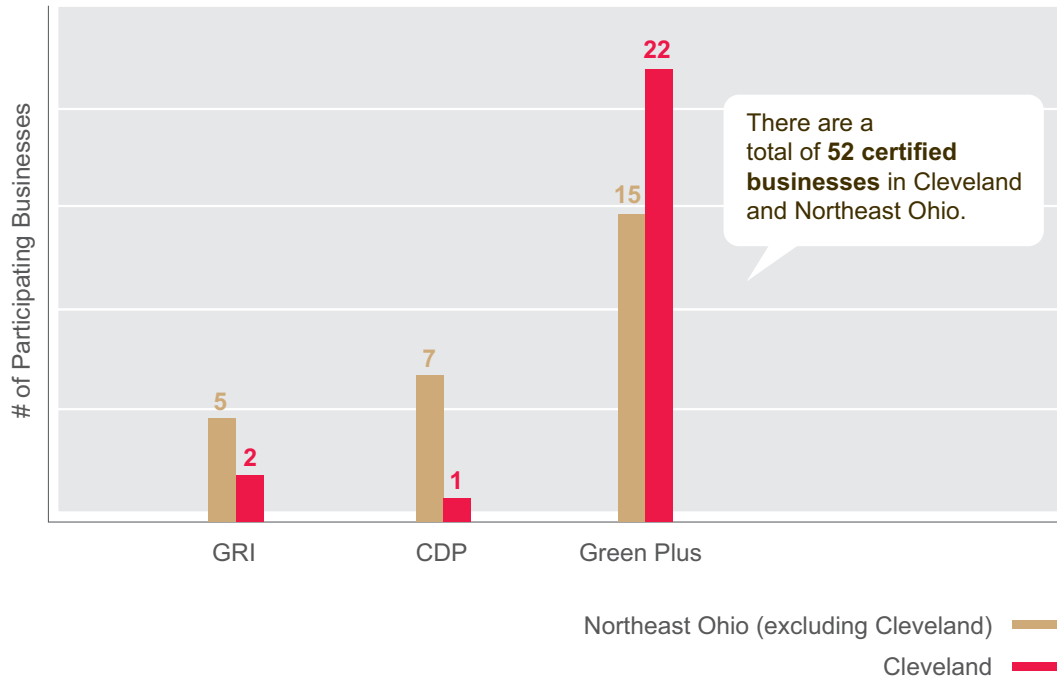
### SUSTAINABLE ECONOMY: CREATING BETTER PAYING JOBS



Data Source:  
Brookings "Sizing  
the Clean Economy"  
Report

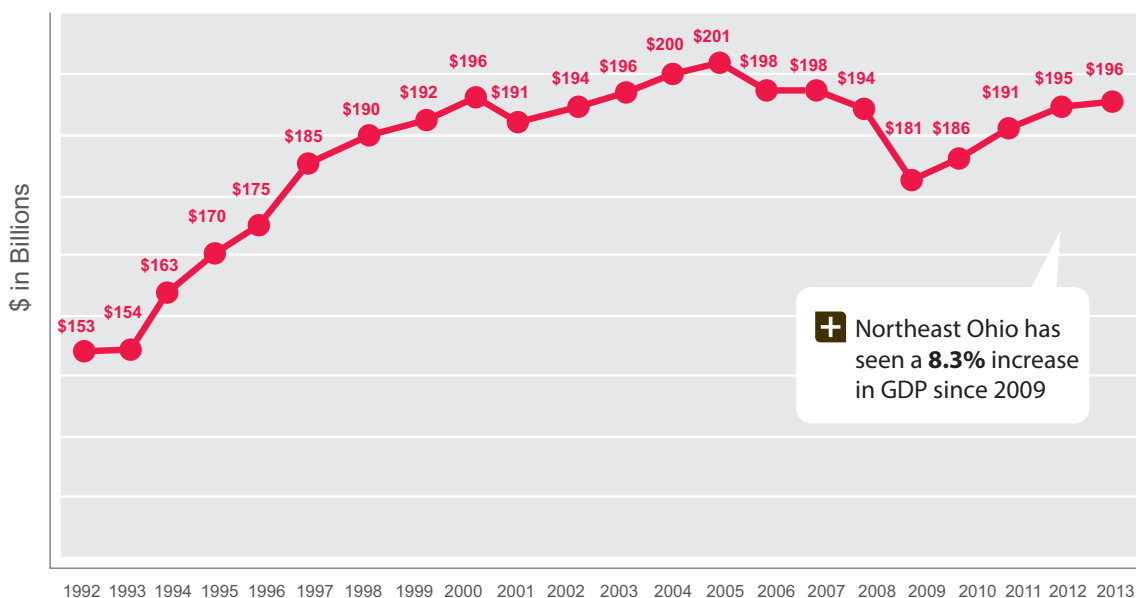


## ADOPTING SUSTAINABILITY PRACTICES



Data Sources: Global Reporting Initiative, Green Plus, and the Carbon Disclosure Project

## OUR GROWING ECONOMY



Data Source: Moody's Analytics, The Fund for Our Economic Future

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## CELEBRATING SUSTAINABILITY

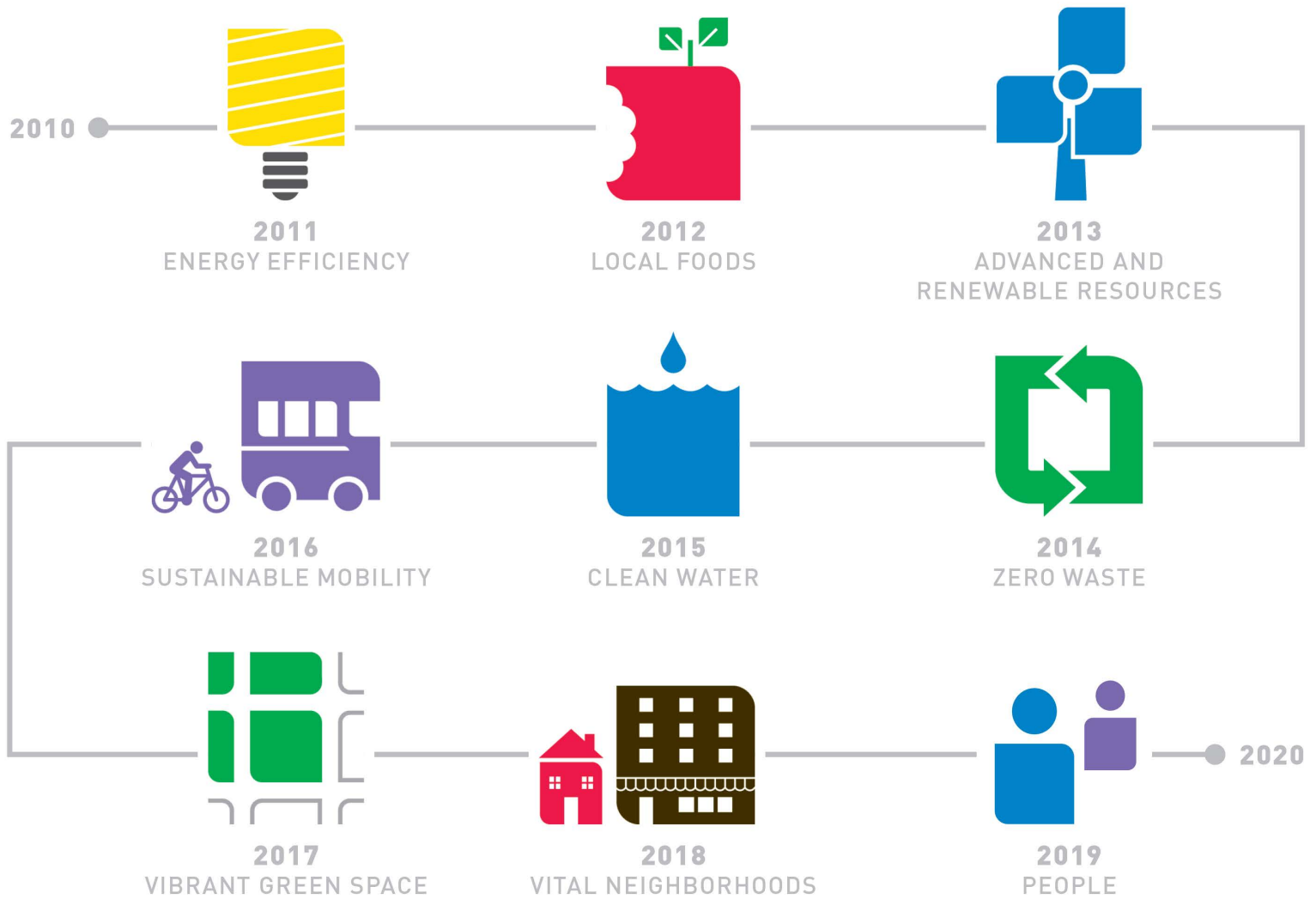
### CELEBRATION YEARS

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. While we work on each of these topics every year, it's important to shine a light on specific aspects of sustainability.*



*In preparation for the Year of Zero Waste in 2014, the Office of Sustainability established a goal for Summit 2013 - to make it a zero waste event. This photo shows all the trash generated by 500 people during the 2-day summit.*







## ENERGY EFFICIENCY

Energy efficiency can be defined as simply “using less energy to provide the same level of energy service”. The need to improve energy efficiency is not simply an environmental issue, but also an enabling factor and basic premise of a competitive and sustainable economy. Cleveland has made progress in energy efficiency and the next steps are to replicate and scale up the programs and projects that are working.

### ENERGY EFFICIENCY PROJECTS:

- Launch of the Cleveland Energy \$aver Program
- The Sustainable Municipal Building Policy
- The Residential Green Building Tax Abatement program
- Cleveland Participates in the Better Buildings Challenge
- The Green Building Working Group
- The Sustainable Design, Materials and Manufacturing Working Group
- The Medical Center Company’s creation of an Energy Efficiency Fund
- Formation of the Cleveland 2030 District
- Creation of the COSE Energy Choice program





*Insulating a Cleveland home as part of the Energy \$aver program.*

#### THE CLEVELAND ENERGY \$AVER:

The Cleveland Energy \$aver Pilot Program met its goal of auditing and retrofitting at least 100 homes. Energy \$aver is a collaborative pilot effort between the City of Cleveland, Cleveland Housing Network (CHN) and Cleveland Action to Support Housing (CASH) that allows qualified Cleveland homeowners to save up to \$3,750 on home energy efficiency improvements. Energy \$aver helps homeowners overcome the barriers to home energy efficiency by providing simplified financing, little to no up-front costs, and support services. As of December 2013:

- 320 households received an energy audit and 150 have implemented the recommended retrofit work.
- 51 homeowners used the low-interest financing options offered.
- Verified savings reports based on utility information from eleven upgraded properties show an average savings of 37% off utility bills, with some homeowners saving as much as 53%.

#### SUSTAINABLE BUILDING POLICY:

In 2013, the Office of Sustainability worked with many City departments to create a Sustainable Municipal Building Policy requiring LEED Silver, plus energy efficiency and other requirements, for new construction and major renovations. It also requires that green building be incorporated into City leases and fix-it-first projects.

City of Cleveland green building projects already completed include:

- Collinwood Recreation Center (LEED Gold)
- Kirtland Pump Station (LEED Silver)
- The Bike Rack, featuring 50 bicycle storage facilities, showers, and related facilities for commuters (LEED Silver)

#### RESIDENTIAL GREEN BUILDING TAX ABATEMENT:

Residents and developers seeking property tax abatement for residential projects must meet the Cleveland Green Building Standard. Since 2009, more than 3,000 residential units (single and multi-family) qualified for financial assistance from the City through the Green Building Tax Abatement program.

#### CLEVELAND JOINS THE BETTER BUILDINGS CHALLENGE:

In 2012, The City of Cleveland joined the Better Buildings Challenge. The Better Buildings Challenge, a White House and United States Department of Energy initiative, supports building owners by providing technical assistance and proven solutions for energy efficiency. As part of the Challenge, the City of Cleveland has committed to reducing its building energy usage 20% by 2020, using a 2010 baseline.

Many local companies have also joined the Challenge, including Alcoa, Cleveland Clinic Foundation, and Forest City Enterprises.



*Collinwood Recreation Center is a LEED Gold facility.*





*Fire Station 1 received HVAC upgrades, making the station more energy efficient.*



*Traditional fixtures being replaced with LEDs at Cleveland Hopkins International Airport.*

#### GREEN BUILDING WORKING GROUP:

The Green Building Working Group represents over 20 civic, non-profit and private organizations. Its mission is to create new opportunities for green living wage jobs, provide real savings and healthy environments in homes and businesses and provide a tangible positive environmental effect in furthering a green city on a blue lake. Their goal is to retrofit 25% of the region's building stock and achieve a 20% reduction in carbon dioxide emissions by expanding green building resources and expertise and advocating for green building and energy efficiency commitments. Building off momentum from the 2013 Summit, the Working Group is now focusing on implementing on-bill financing in Cleveland, creating a Green Building Umbrella group, and other initiatives.

In 2009, the group advocated for stronger state building codes and was a co-founder of the Northeast Ohio Regional Energy Alliance. In 2010, the group supported the Cleveland Green Building Standard, advocacy and education resulting in outreach to the first suburbs, the formation of the Emerald Cities Cleveland Council, and the creation of the BP Link tool to help educate and grow market understanding. In 2011, they were successful in advocating for stronger state building codes. On May 28, 2012, the Ohio Board of Building Standards (BBS) updated the Residential Code of Ohio (RCO) to reference the 2009 International Energy Conservation Code (IECC) with two state-developed alternative compliance paths. The new code became effective for new and renovated homes in January 2013.

#### SUSTAINABLE DESIGN, MATERIALS AND MANUFACTURING WORKING GROUP:

The Sustainable Design, Materials and Manufacturing Working Group, or SDM2, is focused on developing strategic leadership, tools, tactics and resource connections for manufacturers to implement sustainability in their operations. SDM2 has been working to implement and improve their Smart Dart tool, which is a sustainability measurement tool aimed at the manufacturing industry. Team members have been engaging local companies to continue testing the tool to enhance its effectiveness in achieving high performance manufacturing.

#### MEDICAL CENTER COMPANY (MCCO):

The MCCo Energy Efficiency Fund (EEF) is a \$3 million revolving grant fund that provides up-front capital for projects that reduce their member institutions' environmental impact through energy efficiency efforts.

MCCo was founded in 1932 as a non-profit district energy system in the University Circle neighborhood of Cleveland to serve the energy needs of their Member Institutions, including Case Western Reserve University, University Hospitals, The Cleveland Museum of Art, Severance Hall, and Cleveland Botanical Garden. The EEF eligibility guidelines state that projects must result in energy savings to a facility served or committed to be served by MCCo and have a payback period of five years or less. Additional information can be found at [www.mcco.org](http://www.mcco.org).





*Jon Reidy, Cleveland 2030 District*

#### CLEVELAND 2030 DISTRICT:

The Cleveland 2030 District is a movement to create high-performance building districts throughout Greater Cleveland with the goal of dramatically reducing the environmental impacts of building construction and operations while increasing Cleveland's competitiveness in the business environment and building owners' return on investment. For existing buildings and infrastructure, the voluntary members of the Downtown district have goals to reduce the district average of energy use, water use, and carbon emissions from freight and auto by 50% by the year 2030.

Founding Members of the Downtown District include:

- o City of Cleveland
- o Cleveland Public Library
- o St Vincent Charity Medical Center
- o Cuyahoga Community College
- o Geis Companies
- o Forest City Enterprises
- o GL Housing Group
- o Landmark RE Management
- o PNC Bank
- o American Landmark Properties

Learn more at [www.2030districts.org/cleveland](http://www.2030districts.org/cleveland).

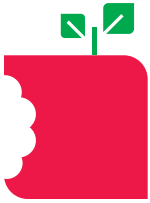
#### COSE ENERGY CHOICE:

Many small business owners have little time on their hands to dedicate to energy management, but smart and efficient energy use can yield major savings that can be reinvested back where it counts – into their businesses. That's why the Council of Smaller Enterprises (COSE), the region's largest small business support organization, has created the Energy Choice program.

Businesses that take advantage of COSE Energy Choice's turnkey solutions receive customized energy-savings opportunities that combine quick payback through utility savings, rebates, and flexible financing.

Since 2011, businesses have benefitted from \$5.2 million in utility rebates plus \$11.8 million in annual utility savings through a reduction of nearly 100 million kWh. In 2013, COSE completed 250 energy assessments and is on target to perform 1,250 more by 2016. For businesses small and large, these simple energy assessments can help identify wasted energy and provide recommendations to develop an actionable energy efficiency strategy.

COSE has developed two pathways aimed to help small businesses finance an energy efficiency investment – the COSE Energy Loan Program and the Ohio Efficiency Resource Fund. Learn more at [www.cose.org/energy](http://www.cose.org/energy).



## LOCAL FOOD

Local food is the production, processing, distribution and consumption of food within a specific region, usually 100 miles from farm to fork. Local food is essential to a sustainable economy in Cleveland because it:

- Creates jobs
- Grows health and wealth
- Crosses cultural and class barriers
- Grows communities
- Produces healthier families
- Encourages healthier living
- Supports local businesses
- Improves relationships

### LOCAL FOOD PROJECTS:

- Tunnel Vision Hoops
- BBC Bridgeport MC2 Marketplace, Cornucopia Café and Community Kitchen
- Vitamix Smoothie Pilot
- Kinsman Incubator Farm
- Menu for the Future Working Group
- Green City Growers Cooperative
- Double Value Produce Perks
- Gardens that Teach
- Cleveland High Tunnel Program through the USDA
- Worldwide Opportunities on Organic Farms in Cleveland
- Urban Grazing in Stockyards and St. Clair-Superior
- Launch of Edible Cleveland
- Adopting an Urban Agriculture Overlay District
- Growing the Gardening for Greenbacks program
- Growhio
- Cleveland Slow Money Working Group
- Community Kitchen Working Group
- Vital Neighborhoods Annual Potluck in the Park
- City and Food Policy Coalition Receive Grant to Strengthen Local Food System
- West Side Market Centennial and work with local producers
- Summer Sprout Community Gardens





*Tunnel Vision Hoops*

### TUNNEL VISION HOOPS

Carlton Jackson, Todd Alexander and Mike Walton met at the 2009 Summit with the goal of working on year-round local food production. After trying to build a hoop house, they saw a business opportunity in sustainability: building a better hoop house. Tunnel Vision Hoops is now a business offering season extension products. To date, Tunnel Vision Hoops has:

- Kept \$500,000 in the local economy
- Created 5 jobs
- Manufactured and installed more than 50,000 square feet of high tunnel hoop houses
- Provided economic benefit to local food producers by extending the growing season

### BBC BRIDGEPORT MC2 MARKETPLACE, CORNUCOPIA CAFÉ AND COMMUNITY KITCHEN

Cornucopia opened in Cleveland's Kinsman neighborhood as a partnership with Cuyahoga Community College and local chefs to help residents learn about the benefits of fresh food and healthy eating. The Bridgeport Market Cafe and Community Kitchen opened with help from a grant to help eliminate "food deserts." The project is being led by Burten, Bell and Carr Development Inc., a community development corporation.

### VITAMIX SMOOTHIE PILOT

The Smoothie Pilot was a Healthy Cleveland Initiative project led by Cleveland Councilman Joe Cimperman and several community partners, including the City of Cleveland,

Cleveland Foodbank, Cleveland Clinic, Tri-C, Dave's Supermarkets, Vitamix, and the Cleveland-Cuyahoga County Food Policy Coalition. The healthy smoothie program was piloted at ten City of Cleveland Recreation Centers in conjunction with the Summer Lunch Program. With hopes to expand the program, partners are continuing to develop ideas for education programming to support the healthy choices kids are making, including consuming fresh fruits and vegetables and healthy dairy products, such as yogurt. A total of 12,424 smoothies were served to Cleveland youth in 2012.

### KINSMAN FARM

In partnership with the West Creek Preservation Committee (WCPC), Burten, Bell, Carr Development Corporation (BBC), and the City of Cleveland, The Ohio State University Extension (OSUE) broke ground in 2011 on the Kinsman Farm, a 6-acre incubator farm located in the Kinsman Neighborhood of Cleveland. The incubator farm is a site dedicated to encouraging new farmers to "incubate", or start their own farm business. Farmers lease 1/4 acre plots from WCPC to grow agricultural products for market. As of the 2012 season, 11 graduates of the Market Gardener Training Program (MGTP) have leased land at the Kinsman Farm. The site provides shared infrastructure to farmers including water and tool access as well and onsite instruction from OSUE staff.



*Bridgeport Market Cafe*



*Bridgeport Mobile Market*





*Menu for the Future discussion group at the Galleria*

### **MENU FOR THE FUTURE WORKING GROUP**

Menu for the Future successfully reached their goal for creating dialogue about what kind of food system we want in Northeast Ohio. Thus far, 20 groups have formed. Outcomes have included shared learning and new insights about food choices, rewarding conversations and new relationships, and an expanding network of people committed to supporting local food. Impacts include more people shopping at farmers' markets, joining CSA's, and starting home gardens.

### **GREEN CITY GROWERS**

Green City Growers Cooperative, a 3.25-acre leafy greens, hydroponic greenhouse in the Central neighborhood, opened in February 2013. The greenhouse has 15,000 square feet of packinghouse and office space, and is currently producing Bibb lettuce, green leaf lettuce, gourmet lettuces and basil. Green City Growers is designed to produce three million heads of lettuce and 300,000 pounds of herbs annually, making it the nation's largest urban food production facility. Green City Growers initially hired 25 residents to become owners in this cooperative business, whereby they share in the profits.



*Green City Growers Cooperative*

### **DOUBLE VALUE PRODUCE PERKS**

Double Value Produce Perks launched to make it more affordable for people who earn a low income to buy fresh, local produce at farmers' markets. Since the pilot was developed, the number of farmers' markets accepting Supplemental Nutrition Assistance Program (SNAP), and providing a match to SNAP customers, has

increased from 4 in 2010 to 20 in 2013. As of 2013, all farmers' markets located in the City of Cleveland participate in the program. More than 5,059 SNAP transactions at the markets since 2011 have resulted in \$69,000 in sales.

The EBT Incentive Program, now known as Produce Perks, works to increase the consumption of fresh, local food among residents with limited incomes by offering a dollar-for-dollar match (up to \$10) starting with the first dollar a customer spends using their Ohio Direction Card. The incentives are good for the purchase of fruits and vegetables only and can be used at all participating farmers' markets. EBT Sales grew by 40% between 2011 and 2012 with the same number of farmers' markets participating in the program.

2,075 unique SNAP customers have been served in Cuyahoga County through the program since 2011, 725 of which reported it as their first time visiting a farmers' market. 796 are returning customers since the program started. More than \$36,000 in Produce Perks incentives have been distributed since 2011 and 89% of customers have reported that the incentives are very important in bringing them to the farmers' markets. For more information on the program, visit [www.cccfoodpolicy.org](http://www.cccfoodpolicy.org).





*Cleveland High Tunnel Hoop House*



*Year of Local Foods Vital Neighborhoods Contestant*

#### **GARDENS THAT TEACH:**

Cleveland Educators for Sustainability, Tunnel Vision Hoops and Sustainable Cleveland teamed up to offer K-8th grade public schools an opportunity to enter a citywide contest to win a hoop house valued at \$2,246, courtesy of Tunnel Vision Hoops. A hoop house extends the growing season with fresh, locally grown healthy foods that may be used to supplement a school's cafeteria. A hoop house provides a higher temperature environment and protects crops from strong winds, cold and frost, allowing fruits and vegetables to grow at times considered off-season and during the school year.

#### **CLEVELAND HIGH TUNNEL PROGRAM THROUGH USDA:**

Congresswoman Marcia Fudge in partnership with the National Resources Conservation Service (NRCS), an agency of the United States Department of Agriculture (USDA) has committed \$132,000 in federal financial assistance to urban farmers in Cuyahoga County through a pilot program of the EQIP (Environmental Quality Incentives Program) Seasonal High Tunnel Initiative. More than 20 farmers in Cleveland and Cuyahoga County received funding to purchase a high tunnel to extend the growing season on their farms.

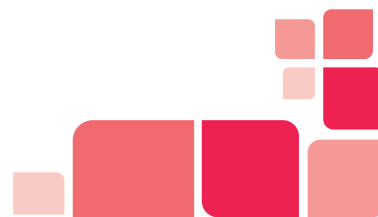
#### **VITAL NEIGHBORHOODS LOCAL FOODS CHALLENGE:**

The Vital Neighborhoods working group of Sustainable Cleveland 2019 awarded two prizes at the 2012 Sustainability Summit for the best stories around local food in the City

of Cleveland. Five hundred and fifty dollars in prizes went to the Best Resident-led Initiative and to the Best Organization-led Initiative. Contestants were judged by their outreach efforts to extend the benefits of their work to the surrounding community as well as outcomes that helped strengthen their neighborhood.

#### **WORLD WIDE OPPORTUNITIES ON ORGANIC FARMS IN CLEVELAND:**

Cleveland Neighborhood Progress partnered with 10 Cleveland area urban farmers to provide capacity and support through a volunteer farming program. Building on the international World Wide Opportunities on Organic Farms movement, Cleveland Neighborhood Progress has provided 12 volunteers from across the country and beyond, accounting for more than 800 volunteer hours at over 15 urban farms throughout the City of Cleveland. This initiative has allowed these farms the flexibility to focus on new projects and exceed previous production levels while introducing volunteers to the heart of the local food movement. Volunteers were provided room and board at the Cleveland Hostel in return for their service.





*Sheep Graze in the St. Clair Superior Neighborhood*



*Edible Cleveland, Fall 2013*

### URBAN GRAZING IN STOCKYARDS AND SAINT CLAIR-SUPERIOR:

The Stockyards, Clark-Fulton and Brooklyn Centre Community Development Corporation (SCFBC) was granted a zoning variance to launch a pilot that introduced four female goats to their neighborhood. The goats acted as an alternative to lawn mowers for the City in up-keep of vacant lots during the summer. The pilot term was complete as of the end of June 2012 and the goats returned to their home in Geneva, leaving behind them more fertile garden beds (they also provided compost) and well-grazed lots and alleys. Project managers for MowGoats were able to witness great community support for the undertaking and are glad to see the project carried through with such success. A second grazing initiative took place on Cleveland's east side in the Saint Clair-Superior neighborhood and led by the local CDC. A flock of over a dozen sheep and their guardian llama from Spicy Lamb Farm and Miller Farm peacefully grazed next to Quay 55 on Marginal Road in Cleveland, next to Lake Erie. The pilot program, Urban Shepherds, is examining the potential role sheep can play in maintaining vacant property and putting these underutilized spaces into productive use. The program has trained local residents and community members to become volunteer urban shepherds to help care for the flock.

### LAUNCH OF EDIBLE CLEVELAND:

Editor Noelle Celeste launched Edible Cleveland magazine during the Year of Local Foods to bring attention to the people and stories that make up our local food community. Edible Cleveland serves as a resource for finding out what's in season, who's producing it, and where you can find it. This free

quarterly publication also highlights the people instrumental in making Cleveland's food scene so vibrant.

### ADOPTING AN URBAN AGRICULTURE OVERLAY DISTRICT:

The City of Cleveland, Cuyahoga County Board of Health, Cuyahoga County Place Matters Team, Saint Luke's Foundation, and the Cleveland-Cuyahoga County Food Policy Coalition are working together to complete a Health Impact Assessment (HIA) on the Urban Agriculture Overlay District, which was introduced to Cleveland City Council in 2010. The Overlay District creates a new planning tool to support more intensive agricultural uses in Cleveland including livestock, composting, and on-site sales in certain areas of the City to be designated by the Planning Commission and City Council. The HIA has been supported by a team of diverse stakeholders to compile data and research on all of the potential public health effects of introducing more agriculture uses to the city.



*Gardening for Greenbacks*



*Growhio's promotion of Kamm's Corners Farmers Market*

### **GROWING THE GARDENING FOR GREENBACKS PROGRAM:**

The Gardening for Greenbacks Grants Program, developed by the City of Cleveland to provide support to beginning urban farm entrepreneurs, received a large gift from three banks servicing agricultural and rural industries throughout the United States. CoBank, Farm Credit Mid-America and Agribank donated \$135,000 to the program to help finance costs associated with running an urban farm and to keep Cleveland at the forefront of the growing local foods movement. Grants through the program are awarded to growers who are located in the City of Cleveland, have completed a required Market Gardener training course through the Ohio State University Extension (Cuyahoga County) or already have an established market presence with farmers markets, restaurants, or other outlets.

### **GROWHIO:**

Growhio's mission is to strengthen and support all aspects of Northeast Ohio's local food economy through branding, marketing and collaboration. Since 2010, Growhio:

- Developed [growhio.org](http://growhio.org)
- Published a Local Food Guide of farmers' markets, farmstands, pick-your-own farms and CSAs across our 16-county region.
- Received funding from the Ohio Department of Agriculture to collaborate with a group of independent farmers' markets

for best practices sharing, joint promotion and programming aimed at strengthening impact. Current grant project includes development of a farmers' market-vendor connector database to facilitate the vendor application process

- Launched Farmers' Market Cash Mob Week
- Selected as a Cleveland Bridge Builders' Leadership Action Project

### **CLEVELAND SLOW MONEY WORKING GROUP:**

The Slow Money Alliance is a national network organized around investing in farm, food and fertility. Slow Money Ohio was launched in January 2012 after founder Woody Tasch spoke at the 2011 Summit. The Ohio chapter has since held public meetings in Cleveland, Cincinnati and Columbus. Chapter members have facilitated their first small loans for approximately \$20,000 in total. Investment clubs and networks are forming across the state and they are gearing up for more and larger investments.

Slow Money Cleveland hosts monthly meetings the first Monday of each month at Great Lakes Brewing Company. For more information, visit [www.slowmoneyohio.org](http://www.slowmoneyohio.org).





*First Annual Potluck in the Park*



*Cleveland Culinary Launch & Kitchen*

#### COMMUNITY KITCHEN WORKING GROUP:

Commercially licensed and affordable kitchen space is a great need among Cleveland community members and food businesses. During Mayor Jackson's first Sustainable Cleveland 2019 Summit, a community kitchen working group began to conceptualize plans to bring a shared commercial kitchen facility to Cleveland. Ohio City Incorporated became involved due to the high concentration of existing food businesses in the neighborhood. They aligned kitchen plans with the Ohio City Fresh Food Collaborative Initiative, which includes the Ohio City Farm and Farm Stand. Ohio City Inc. served as the fiscal agent to complete a feasibility study and pre-development process for a kitchen, funded by Cleveland Neighborhood Progress, The George Gund Foundation and Cuyahoga County Board of Developmental Disabilities. The Cleveland-Cuyahoga County Food Policy Coalition and The Ohio State University Extension have worked with community partners throughout the process in their efforts to create new opportunities for entrepreneurs in the local food economy. There are now four kitchens available for use:

- Cleveland Crops Standard Farm & Innovation Kitchen, Cleveland, OH
- Cleveland Culinary Launch & Kitchen, 2800 Euclid Ave, Cleveland, OH

- Hildebrandt Provisions Company, 3619 Walton Ave, Cleveland, OH
- Bridgeport Café & CornUcopia Community Kitchen, 7201 Kinsman Rd, Cleveland, OH

#### ANNUAL POTLUCK IN THE PARK:

To celebrate the year of local food, hundreds of growers and eaters from all neighborhoods gathered to share in one amazing home grown meal. The 2012 Potluck in the Park was held at Edgewater Park and the 2013 Potluck was held at Dunham Tavern Museum. More than 250 Clevelanders gathered to share a homegrown meal together. In addition, 120 lbs of food were donated to the Hunger Network of Greater Cleveland.

#### CITY AND FOOD POLICY COALITION RECEIVE GRANT TO STRENGTHEN LOCAL FOOD SYSTEM:

In December 2012, The Cleveland Foundation granted \$75,000 for local food system development work to be led by the OSU Extension and the Office of Sustainability. The grant funds an economic road mapping process in order to connect food producers, processors, and institutional buyers with a goal of creating employment and entrepreneurial opportunities for inner-city residents.





Photo credit: Bill Rieter

#### WEST SIDE MARKET CENTENNIAL AND WORK WITH LOCAL PRODUCERS:

The West Side Market (WSM) completed a customer survey in 2011. As a result, WSM will be releasing a Local Food Guide in 2014 to alert customers about the variety of local foods available (including AnneMarie's Dairy, Basketeria and Maple Valley Sugarbush) and will target local food vendors to fill vacancies. In 2013, Rooted in Cleveland opened at the West Side Market as the first vendor selling only locally grown produce.

#### SUMMER SPROUT COMMUNITY GARDENS:

Summer Sprout is the community gardening program in the City of Cleveland. The 2012 season had 3,400 gardeners working in 175 gardens located in all corners of the City. Eighteen of these gardens were new to Summer Sprout. The gardens are extremely diverse, ranging in size, atmosphere, and community partners involved. Gardens in the program are eligible to receive seeds, starter plants, soil tests, soil, humus and lumber for raised beds if necessary as well as research-based education from The Ohio State University Extension.



## ADVANCED & RENEWABLE ENERGY

Shifting Northeast Ohio to diversified sources of advanced and renewable energy—solar, wind, hydro, geothermal, co-generation and biomass—is crucial for Cleveland to be an enduring city. Money spent on renewable energy installation will remain in the community—creating jobs and fueling the local economy.

### ADVANCED & RENEWABLE ENERGY PROJECTS:

- Cleveland Public Power Purchases Energy from the Collinwood BioEnergy Facility
- MCCo's Renewable Energy Goals
- CMHA Solar Array
- Hydrogen Bus Pilot
- Lake Erie Energy Development Corporation's Offshore Wind Project
- Renewable Energy Site Screening in the City of Cleveland
- City of Cleveland Municipal Aggregation Program
- Nortech's Advanced Energy Cluster Roadmap





*The Collinwood BioEnergy facility*



*RTA's hydrogen bus*



*Solar array at Cleveland Metropolitan Housing Authority*

#### **CLEVELAND PUBLIC POWER PURCHASES ENERGY FROM THE COLLINWOOD BIOENERGY FACILITY:**

The Collinwood BioEnergy facility is an anaerobic digestion facility located on Cleveland's east side. This facility applies proven, advanced anaerobic digestion technology to produce electricity from organic waste (biomass). Cleveland Public Power is currently purchasing power from this facility, which is capable of producing 1.3MW of electricity.

Collinwood BioEnergy is of special significance to Cleveland as it was constructed on the grounds of the former Collinwood GM Fisher Body Plant. The Collinwood facility is helping bring jobs and investment to a community still struggling from the loss of the GM factory decades ago. Collinwood BioEnergy represents a partnership between Quasar Energy and Forest City, and was made possible through funds from the City of Cleveland's Department of Economic Development, the State of Ohio, and the American Recovery and Reinvestment Act.

#### **MEDICAL CENTER COMPANY:**

At the 2012 Summit, the Medical Center Company (MCCo) announced its goal to add 1MW of renewable energy. This project is on pace to be completed in 2014, when MCCo will break ground on its 1MW solar project located at the old American Industrial Building and Arts Metal Site on Euclid Avenue. This solar farm exemplifies MCCo's commitment to create a more sustainable energy future for the

University Circle neighborhood along with the larger Cleveland community.

#### **CMHA SOLAR ARRAY:**

The Cleveland Metropolitan Housing Authority (CMHA) built a one-megawatt solar field next to their headquarters at the intersection of Kinsman Avenue and East 82nd Street. The solar field consists of 4,212 solar panels capable of generating enough electricity to meet 70-80% of the building's energy needs. CMHA worked with Cleveland Public Power to arrange purchasing of the electricity that the solar system will generate over a 20 year power purchase agreement with Carbon Vision. Carbon Vision is leasing the six-acre piece of land from the housing authority, which is a former brownfield.

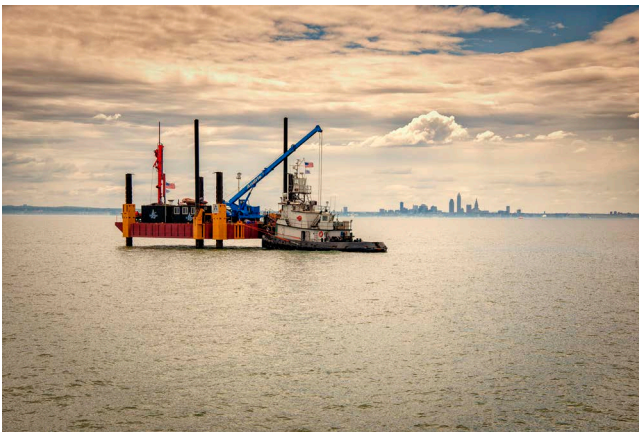
#### **HYDROGEN BUS PILOT:**

In October 2012, Sustainable Cleveland Advanced Energy Working Group, NASA, and the Greater Cleveland Regional Transit Authority constructed an electrolysis-based hydrogen fueling station at the Hayden Facility in East Cleveland. In 2012, RTA ran a fuel cell bus in regular service on daily routes—the first fuel cell bus in Northeast Ohio. The pilot ended in June 2013 with RTA in support of electrolyzer-based hydrogen and fuel cell technologies for sustainable transportation.





*More than 7,000 individuals all across Ohio have already signed the Power Pledge as of September 2013.*



*LEEDCo testing site on Lake Erie*

#### LEEDCO:

The Lake Erie Energy Development Corporation (LEEDCo), a nonprofit leading the effort to build the first freshwater offshore wind project in the nation, received \$5 million from the Department of Energy. LEEDCo's Icebreaker Pilot will be a catalyst for building the freshwater offshore wind industry in Ohio and for creating a regional innovation cluster that will provide new and higher wage job opportunities; develop regional business opportunities; manufacture products for use domestically and for export; and build off the robust research and development in the area of advanced and renewable energy at our universities and colleges. Icebreaker is an initial 18 megawatt project in Lake Erie seven miles offshore Cleveland with an eventual goal to reach 1,000 megawatts. Being the first in the freshwater offshore wind industry would mean job creation and economic development for our region. According to a 2009 report, the pilot project will create more than 600 jobs with a gross revenue of \$47 million. The full potential of Icebreaker could be as many as 8,000 jobs, \$7.8 billion in wages and salaries, \$22.6 billion in sales and \$586

million in public revenues.

LEEDCo has also launched the Power Pledge Campaign to promote offshore wind. Residents pledge to purchase electricity from "Icebreaker". More than 7,000 individuals all across Ohio have already signed the Power Pledge as of September 2013.

#### RENEWABLE ENERGY SITE SCREENING IN THE CITY OF CLEVELAND:

The City of Cleveland Mayor's Office of Sustainability engaged a consultant to assist with a renewable energy site screening project to identify potential sites within the City of Cleveland suitable for renewable energy development. The project will evaluate sites on brownfields, City land and other properties and will include ground and roof mounted solar PV technologies, as well as wind. Final deliverables will include a map of all sites suitable for renewable energy development and a detailed analysis of up to 20 sites. This project is a crucial component of the Cleveland Climate Action Plan and Municipal Action Plan, aimed at reducing the City's greenhouse gas emissions and cleaning our air through various strategies.



## CITY OF CLEVELAND MUNICIPAL AGGREGATION PROGRAM

Through governmental aggregation, a community purchasing program, the City of Cleveland leverages group buying power for the purchase of electricity. The City of Cleveland's community aggregation program provides residential and small commercial Cleveland Electric Illuminating (CEI) customers the opportunity to save money on their electric bills. Since August 2013, about 65,000 CEI customers have received both a 21% electricity bill savings off the market rate (or Price to Compare) AND 100% of their electricity from green energy sources.

Since their August 2013 meter readings, CEI customers in Cleveland receive electricity from the following sources:

- 50% hydropower

- 30% Ohio wind generation
- 20% out-of-state wind generation

This aggregation saves customers money, supports Ohio and regional renewable projects, and reduces Cleveland's carbon footprint. In recognition of this achievement, the World Wildlife Fund honored Cleveland with a "Bright Place to Live" Award.

## RENEWABLE ENERGY JOB GROWTH:

NorTech, a regional economic development organization, developed an Advanced Energy Cluster Roadmap to identify high growth sectors within the advanced energy economy in Northeast Ohio. Since June 2010, NorTech's cluster member companies have grown by 602 jobs. Member job growth is an indication of the growth potential in the advanced and renewable energy sector.



World Wildlife Fund honored Cleveland with a "Bright Place to Live" Award at the 2013 Sustainability Summit.



## ZERO WASTE

While the term “waste” generally has a negative connotation, this focus area represents diverse economic and environmental opportunities for Cleveland. By reducing the amount of waste the city produces and sends to landfills, Cleveland can improve human health, protect property values, improve quality of place, and save money for our government, organizations and the community.

Additionally, innovative ways of dealing with waste can create new business and employment opportunities. Through the re-use and recycling of products or the creative design of innovative products or processes, “waste-to-profit” or “industrial symbiosis” models can be developed.

### ZERO WASTE PROJECTS:

- Local and Sustainable Purchasing Preference
- City Print Shop is First Municipal Print Shop to Achieve Sustainable Green Printing Certification
- Electronic Waste Initiative
- Deconstruction Pilot Project
- Upcycle St. Clair
- Cleveland Bicycle Composting Demonstration Project
- Zero Waste NEO Working Group
- Curbside Recycling Expansion
- Downtown Recycling Bins





*Hard drives ready to be recycled at RET3*



*Deconstruction*



*Materials recovered during deconstruction.*

### LOCAL AND SUSTAINABLE PURCHASING PREFERENCE

In 2010, the City of Cleveland adopted a Local and Sustainable Purchasing ordinance, which provides a 2-4% bid preference for companies that source products locally and/or are certified as a sustainable business. The City is also one of the first in the U.S. to provide bid discounts and evaluation credits to companies that buy at least 20% of their contract amounts from regional food growers. Businesses can learn more at <https://cleveland.diversitycompliance.com>

### CITY PRINT SHOP IS FIRST MUNICIPAL PRINT SHOP TO ACHIEVE SUSTAINABLE GREEN PRINTING CERTIFICATION

In August 2012, the Division of Printing and Reproduction for the City of Cleveland became the first municipality to earn Sustainable Green Printing Certification. By meeting SGP's stringent certification criteria – ensuring health and safety compliance, minimizing waste, and implementing best practices for product, process, and facility – the City's in-plant facility is in alignment with the Sustainable Cleveland guiding principles.

SGP Certification is a public -- and independent -- validation of the City's efforts to ensure the health and safety of its workers, the cost-effectiveness of its operations, and the responsible use of resources.

### ELECTRONIC WASTE INITIATIVE

The Office of Sustainability, in conjunction with the Cuyahoga County Solid Waste District and the Delta Institute, conducted a series of workshops and case studies to reduce

the impact of electronic waste (e-waste) on the Great Lakes in 2012. The focus was on life cycle analysis, procurement planning, recycling, and proper disposal.

### DECONSTRUCTION PILOT PROJECT

Deconstruction is about leveraging Cleveland's resources to create a sustainable deconstruction program that helps drive up material recovery and reuse while putting people back into meaningful employment. Through a pilot project, the City supported the deconstruction of 22 properties on the City's demolition list. An estimated 6,000 tons of material were diverted from landfills, including salvaged and recyclable construction and demolition materials. The pilot supported the resource conservation components of deconstruction, paying for the additional labor, time and equipment costs associated with sorting and processing recovered materials. Lessons learned from this pilot will continue to inform Cleveland's deconstruction efforts.





#### UPCYCLE ST. CLAIR:

Nestled in the historic Slovenian part of Cleveland, Upcycle St. Clair is a project of St. Clair Superior CDC and is funded by ArtPlace, a national collaboration of foundations that funds creative placemaking. Artplace believes in revitalizing the neighborhood along St. Clair Avenue (in the East 60s) using upcycling as the artistic intervention. There's something special about this area and its longtime community anchors, historic buildings and easy accessibility to the East and West. It was once a thriving spine of the neighborhood and Upcycle St. Clair is helping to reclaim its potential. Upcycle St. Clair's work is creating vibrancy, engaging residents, supporting existing merchants, attracting new ones, creating more colorful streets, teaching upcycling, activating empty spaces, and building community. Local reuse artist Nicole McGee has been engaged as the principal artist and lead of this project and together with a dynamic team, including the Cleveland Flea and Collective Upcycle, they're rebuilding this lovely corner of Cleveland.

#### CLEVELAND BICYCLE COMPOSTING DEMONSTRATION PROJECT:

In a partnership between Detroit Shoreway Community Development Organization (DSCDO), Bike Cleveland, Rust Belt Gardens, and Groundz Recycling, the Detroit Shoreway neighborhood is working to establish "Cleveland Bike Composting," which will pick up food waste from residents using a fleet of bikes and will drop off the waste at neighborhood community gardens to be composted. The project would be a 100% green community business, as well as an educational opportunity for those participating.



*Groundz Recycling at Cleveland Botanical Garden's Buckeye Farms urban learning farm.*





### ZEROWASTENE0

ZeroWasteNEO formed at the first Sustainable Cleveland Summit and is a network of businesses and individuals interested in the principles of zero waste working to maximize resource recovery and landfill diversion in Northeast Ohio. The group has developed a Zero Waste Event Planning Guide to assist in planning zero waste events and is working with Earth Day Coalition to plan EarthFest 2014. ZeroWasteNEO has also aligned with the Celebration Committee for 2014, the Year of Zero Waste. For more information, visit [www.zerowasteneo.org](http://www.zerowasteneo.org).

### CURBSIDE RECYCLING EXPANSION:

The City of Cleveland is in the middle of a 5-year plan to expand residential curbside recycling city-wide. Currently, 62.5% of households in Cleveland have automated curbside recycling pick-up. This represents 95,000 out of 152,000 households. In 2014, Cleveland will expand residential curbside recycling to an additional 25,000 households bringing the total to 120,000 households. The program is for single stream recycling that goes to a clean Material Recovery Facility for sorting and recycling. The City is on track to service all residents with curbside recycling by the year 2015.

### DOWNTOWN RECYCLING BINS:

In order to increase community recycling, the City of Cleveland has installed 40 recycling bins in the downtown area, with plans to install an additional 30 recycling bins in 2014.





## CLEAN WATER

The Year of Clean Water in 2015 will connect people to their water resources in order to restore, conserve and protect this invaluable local asset. Fresh water resources have shaped Cleveland's identity, both in the way that the city has perceived itself and how it has been recognized outside the region.

While Cleveland's location on Lake Erie – the 12th largest body of fresh water in the world – provides Cleveland with a distinct comparative advantage, the city's reputation has also been blemished by the historic Cuyahoga River fire in 1969 that resulted from excessive levels of pollution caused by heavy manufacturing and industrial contamination. Cleveland has the responsibility to protect the 128 trillion gallons of fresh water directly off its shores in order to maintain the city's water supply and ensure that its residents will have clean and readily available water resources for generations to come. Cleveland also has the opportunity to leverage this asset as a driver of sustainable economic growth and prosperity for the local economy.

### CLEAN WATER PROJECTS:

- Summer Rain Barrel Program
- Riparian Setback Zoning Ordinance
- Division of Water Pollution Control Demonstration Projects
- Drink Local. Drink Tap., Inc.
- The Disposable Bag Working Group
- Great Lake Erie Boat Float
- The Cleveland Water Alliance
- The Northeast Ohio Regional Sewer District





*Student workers learning about stormwater management practices from Gale Albers, West Creek Watershed Stewardship Center Manager*



*City of Cleveland resident receiving her new rain barrel*

#### SUMMER RAIN BARREL PROGRAM:

The Summer Rain Barrel and Rain Garden Programs were a success once again, with the 2013 season being the 6th consecutive summer of program operation. These programs represent a collaborative effort between the City of Cleveland Mayor's Office of Sustainability, the Northeast Ohio Regional Sewer District (NEORS), Mayor Frank G. Jackson's Youth Summer Employment Program, Cleveland Division of Water (CWD), local Community Development Corporations (CDCs) and Youth Opportunities Unlimited (YOU). In 2013, the team of 22 student workers successfully assembled and distributed 475 rain barrels to City of Cleveland residents; collect data on past barrel distribution; maintained two rain gardens in the City; and installed a rock check dam at a third rain garden. Special thanks to Councilperson Dona Brady who purchased 100 barrels specifically for her ward, Ward 17.

Additionally, 2013 marked the year where a more formal environmental education component was added to the program, giving the students the opportunity to learn more about stormwater management and our region's watersheds.

#### RIPARIAN SETBACK ZONING ORDINANCE:

The City of Cleveland Division of Water Pollution Control introduced a Riparian

Setback Zoning Ordinance in November 2013 in an effort to limit streambank erosion, reduce flooding, filter out pollutants from runoff and protect aquatic and terrestrial habitat. The ordinance would establish distances from water resources where building and other soil disturbing activities are prohibited. The ordinance includes maps of the designated riparian zones within the City of Cleveland.

#### DIVISION OF WATER POLLUTION CONTROL DEMONSTRATION PROJECTS:

A Stormwater Management Project at Cleveland Division of Water Pollution Control's (WPC) Kirby Avenue facility demonstrates several best practices to control urban stormwater runoff. The project consists of a bioswale and two rain gardens with native plants that absorb stormwater and reduce the amount of runoff into sewers and local waterways; pervious pavements that allow stormwater runoff to infiltrate underground and reduce the chance of heavy rain overwhelming the sewer system. A 5,000 gallon water re-use system collects and stores rain water from the WPC building roof to be used for landscape irrigation and washing vehicles. WPC's stormwater management project was funded partially by a \$260,000 Surface Water Improvement Fund Grant from the Ohio Environment Protection Agency. The project is open to the public for tours.





*DLDT beach cleanup at Perkins Beach at Edgewater Park*



*Trash on Edgewater Beach  
photo by: Nancy Hughes*

#### DRINK LOCAL. DRINK TAP., INC:

Drink Local. Drink Tap., Inc. (DLDT) started with some energized participants at the first Sustainable Cleveland Summit and is now a not-for-profit organization that inspires individuals to recognize and solve our water issues through creative education, events, and providing safe water access to people in need. Many of the individuals from the first Summit are still engaged as sponsors, board members or volunteers.

DLDT reconnects people to our local water resources by removing the manufactured demand of plastic bottled water and reconnecting people to Lake Erie in water-safe ways through eco-friendly lakefront activities. They help advocate for partnerships that protect our shared water resources to provide a comprehensive and focused path to reaching the group's goals and objectives. DLDT uses video, photography and art to educate and engage youth, communities, and people of all socio-economic backgrounds to care for the water we put into our bodies and the water that surrounds us.

DLDT is hosting its Inaugural 4 Miles 4 Water event in 2014 during national drinking water week at Edgewater Park.

For more information, visit [DrinkLocalDrinkTap.org](http://DrinkLocalDrinkTap.org).

#### THE DISPOSABLE BAG WORKING GROUP:

The Disposable Bag Working Group (DBWG) was formed in response to the serious environmental impacts caused by single use bags, including greenhouse gas emissions, litter, harm to wildlife, water consumption and solid waste generation. Disposable bags, or single-use bags, refer to bags provided at a checkout stand, cash register, point of sale or other locations for the purpose of transporting food or merchandise out of the store. These bags have one potential for re-use and have no afterlife. Disposable bags may be made from plastic or paper. The DBWG is composed of a diverse group of public officials from the City of Cleveland and Cuyahoga County, nonprofit organizations and higher education institutions. This group seeks to conserve resources, decrease waste generation and protect public health, as well as the health and welfare of wildlife. The vision of this group is a green region on a blue lake free from disposable bag waste.





*'Love Craft', Great Lake Erie Boat Float  
2009*



*The Azure Green Parking Lot in the  
Collinwood Art District was supported  
by a supported by NEORS's Small Scale  
Stormwater Demonstration Project  
grant*

#### GREAT LAKE ERIE BOAT FLOAT:

The Great Lake Erie Boat Float, held in September at Cleveland Metroparks Edgewater Park, is a fun and unique way to raise awareness about the serious threat of plastic pollution to our waterways. All boats in the competition are made out of post-consumer recyclable materials. A beach cleanup follows the Boat Float each year. In addition to The Cleveland Museum of Natural History and Cleveland Metroparks, another long-time partner of the Boat Float is RES Polyflow. RES Polyflow takes all boats from the Float and recycles them into petroleum using an exciting waste-to-energy technology.

#### THE CLEVELAND WATER ALLIANCE:

The Cleveland Water Alliance is a network of leading corporations, academic institutions and public agencies from across Northeast Ohio. Their goal is to create conversations and connections that drive solutions to one of the most critical issues for quality of life on our planet - water quality and access. The Cleveland Water Alliance is taking a leadership role in preparing for 2015, the Year of Clean Water. For more info, visit <http://clevelandwateralliance.org>.

#### THE NORTHEAST OHIO REGIONAL SEWER DISTRICT:

In 2013, the Sewer District completed digging the three-mile Euclid Creek Tunnel, a massive Project Clean Lake endeavor that

will prevent 60 million gallons of pollution from entering Lake Erie every year. In addition, industrial and recreational water quality monitoring helped protect the environment and kept residents informed of Lake Erie's summer conditions.

NEORS designed and constructed numerous green infrastructure projects and awarded Watershed Organization Operating Support Grants to eight local partners to continue their stormwater-management efforts across our region. Smart stormwater solutions will continue to be a focus of the District's decision-making as future projects are evaluated for the most sustainable alternatives wherever possible.

The Cleveland Water Alliance is convening planning for the Year of Clean Water in 2015 and the Sewer District is joining others to lead activities and initiatives for the Year of Clean Water. The Sewer District will feature Clean Water at their annual Open House in 2014 and throughout the year of Clean Water, will host feature events, a speaker series, and other educational programming about our region's dependence on and appreciation for our greatest natural asset and Great Lake, Lake Erie. For more info, visit [www.neorsd.org](http://www.neorsd.org).



## SUSTAINABLE MOBILITY

Cleveland is committed to becoming a more bicycle and pedestrian-friendly community, while reducing emissions from driven vehicles. These commitments, combined with world-class service provided by the Greater Cleveland RTA, are putting Cleveland on a path to a truly sustainable transportation network.

### SUSTAINABLE MOBILITY PROJECTS:

- Creation of Bike Cleveland
- Complete and Green Streets
- Bicycle Transportation Safety Ordinance
- Lutheran Metropolitan Ministry – Metro Metal Works (Bike Rack Program)
- Bike Share Feasibility Study & Implementation Plan
- RTA Transit Growth and Investment
- The Bike Rack
- Downtown Towpath Extension
- Hybrid and Alternative Fueled Vehicles for City Fleet
- New Bicycle Infrastructure
- Bike Friendly City Designation
- Bikeway Implementation Plan
- Sustainable Transportation Action Team





*Euclid Corridor*



*"Ride Together" campaign on RTA bus*  
*Photo: Downtown Cleveland Alliance*

### CREATION OF BIKE CLEVELAND:

In November 2009, Cleveland's civic leaders asked the existing bicycle advocacy organizations to collaborate in order to have a greater impact on active transportation investments in the region. Following 18 months of planning, cycling advocates organized and held a two-day bike summit in September 2011. Nearly 150 stakeholders gathered to form Bike Cleveland and create an action plan, mission, vision, and goals for the organization. Some of Bike Cleveland's goals include a three percent mode shift to cycling by 2019, to be recognized by the League of American Bicyclists as a Bronze Bicycle Friendly Community (achieved in 2013), to advocate cycling safety and accessibility, and to grow membership to 700 members by 2014. For more information visit [www.bikecleveland.org](http://www.bikecleveland.org).

### COMPLETE AND GREEN STREETS:

The City of Cleveland passed a Complete and Green Streets ordinance in September 2011. In effect as of January 2012, the ordinance requires implementation of sustainable policies and guidelines in all construction projects within the public right of way. This ordinance will create a walking, biking and public transportation-friendly city while reducing environmental impact by incorporating green infrastructure.

Some characteristics of Complete and Green Streets include:

enhanced transit waiting environments; bicycle lanes and signs; pedestrian refuges; public art; waste containers; crosswalk enhancements; ADA accessibility; way-finding signage; permeable pavement; green space or trees; and multi-use paths.

The City of Cleveland Complete and Green Streets Taskforce along with Bike Cleveland and the YMCA created a Complete and Green Streets Typology which categorizes all Cleveland streets and creates priorities for all modes of transportation including bicycling, walking, transit and vehicular traffic.

### BICYCLE TRANSPORTATION SAFETY:

In June 2012, Cleveland City Council passed a bicycle transportation safety ordinance to help protect cyclists on the road. Among other features, the policy requires motorists overtaking a bicycle proceeding in the same direction to leave a safe distance, not less than 3 feet, when passing (commercial vehicles must leave at least 6 feet).





*Metro Metal Works bike racks outside of Tower City Center*



*Photo Credit: Edward Frierson, "Bicycle Jungle", from the 2013 Sustainable Cleveland Photo Contest*

#### LUTHERAN METROPOLITAN MINISTRY – METRO METAL WORKS (BIKE RACK PROGRAM):

Metro Metal Works, funded through the City of Cleveland and Dominion Foundation grants, is an innovative social enterprise that aims to promote bicycling as a sustainable and affordable means of transportation. The program also trains individuals from the homeless and community re-entry populations in employable skills. Those wishing to purchase a bike rack may contact them at 216.658.7218, or via email at [sales@metrometalworks.com](mailto:sales@metrometalworks.com).

#### BIKE SHARE FEASIBILITY STUDY & IMPLEMENTATION PLAN:

Bicycling in Cleveland has been on the rise – the most recent Census numbers indicated an increase of 280% from 2000 to 2010 in the number of people commuting to work by bicycle. Because of the region's growing bicycle culture, continued investments in downtown Cleveland, and the City's commitment to becoming a bicycle friendly community, Cleveland's Bike Share Task Force explored the feasibility of implementing a bike share system in Cleveland in 2013 and reviewed recommended business models.

Bike-sharing in urban areas can positively affect how residents, employees, and visitors experience a city. Bike-sharing systems allow for more people to access cycling for short trips, replace vehicle use, cycle for fitness and recreation, and for tourists and residents alike to explore a city.

The Task Force consists of various stakeholders from the City, Greater Cleveland Regional Transit Authority, local nonprofits, and the Northeast Ohio Area-wide Coordinating Agency (NOACA).





### RTA TRANSIT GROWTH AND INVESTMENT:

Greater Cleveland Transit Authority ridership has grown annually since 2010. And all five service options experienced an increase in ridership in 2012, with the Red Line (9%) and the total Rail System (7.4%) contributing the most to the overall system ridership growth of 4.8%. The Euclid Corridor Healthline now has an annual ridership of 4.8 million rides and has resulted in \$5 billion in transit-oriented economic development in the Euclid Corridor.

### THE BIKE RACK:

Located at the Gateway Complex, the Bike Rack achieved LEED Silver certification in 2013. The Bike Rack features:

- Secure indoor parking for 50 bicycles;
- Lockers, showers and towel services;
- A bicycle repair shop;
- Bicycle rentals;
- And an information center.

Visit [www.clevelandbikerack.com](http://www.clevelandbikerack.com) for more info.

### DOWNTOWN TOWPATH EXTENSION:

In November 2013, The George Gund Foundation made a \$2 million grant to the Trust for Public Land for Connecting Cleveland, a coordinated effort to increase the number of trails

and greenways in Cleveland's Flats neighborhood, and to reconnect Downtown and nearby neighborhoods with the Cuyahoga River and Lake Erie.

The \$30 million Connecting Cleveland campaign, a public-private partnership involving more than a dozen organizations, includes projects such as the Lake Link Trail & Greenway, an extension of the Towpath Trail; the Wendy Park Bridge Connector and several trailhead parks and Cuyahoga River water taxi stations.

### HYBRID AND ALTERNATIVE FUELED VEHICLES:

Working with key partners, including the Clean Cities Coalition and Clean Fuels Ohio, the City of Cleveland is making strides towards a greener fleet. The City's purchasing policy is targeting hybrid, alternative fueled, and electric vehicle replacements that maximize return on investment. As of 2013, the City has 62 hybrid vehicles, 15 compressed natural gas, and 91 flex fuel vehicles in its fleet.

The City of Cleveland actively participated in an Electric Vehicles infrastructure readiness planning project titled 'Charging Forward with Electric Vehicles in Ohio', led by Clean Fuels Ohio. As part of this planning process, an EV awareness workshop was co-hosted by the City of Cleveland, Clean Fuels Ohio and Cuyahoga County in April 2012.



*Cleveland is a Bike Friendly City*



*Photo Credit: Lauren Lippert, "Ride the City", from the 2013 Sustainable Cleveland Photo Contest*

#### BICYCLE INFRASTRUCTURE:

Since 2009, several bike facilities have been constructed including the Lake-to-Lakes Trail, Lorain Carnegie Bridge multipurpose path, and bike lanes on Superior Avenue, Detroit Avenue, Abbey Avenue, Harvard Avenue, Edgehill and Ontario Avenue.

#### BIKE FRIENDLY CITY DESIGNATION:

As one sign of progress, the League of American Bicyclists recognized Cleveland as a Bronze level Bicycle Friendly Community (BFC) in 2013. This award highlights our community's commitment to improving conditions for bicycling. In addition to policies and infrastructure, the League of American Bicyclists also takes into account the culture that exists in a city when determining if it is worthy of a BFC designation. The following are some of the key factors within Cleveland's bike culture that have helped make Cleveland a Bronze Level BFC:

- The City's Complete and Green Streets Policy completed in 2011;
- The opening of the Cleveland Velodrome in 2012;
- The construction and opening of the commuter bike parking station, the Cleveland Bike Rack;
- The growth of numerous social rides throughout Cleveland organized by grassroots groups including Crank Set Rides and Cleveland Critical Mass;
- The City of Cleveland's convening of a Bike Share Task Force, and the feasibility study and implementation plan for bike

sharing;

- The construction of the Lorain Carnegie Bikeway in 2012;
- The opening of many bike-focused businesses including 4 community bike shops, 2 local bike rack fabricators, 2 bike touring companies, and a bicycle themed bar;
- The development of Bike Cleveland, the region's voice advocating for safe, stress-free bike environments. Currently, the organization has over 400 members;
- The growth of businesses that value biking for economic and employee health reasons, including Cleveland's first Bicycle Friendly Business, Squire Sanders;
- And numerous bike education programs led by the Ohio City Bicycle Co-op.



### BIKEWAY IMPLEMENTATION PLAN:

In January 2014, the City of Cleveland announced a new Bikeway Implementation Plan designed to increase the number of bikeway miles by 250% by the end of 2017. The Bikeway Implementation Plan builds on the existing bike infrastructure in the City and leverages the city's five year capital improvement program (CIP) to accomplish this significant increase, while adding minimal cost to the street projects. The overall goal of the City's bike plan is to provide cycling amenities in every Cleveland neighborhood, whether for transportation or recreational use. The City currently has 47.5 miles of bikeway, including: 3.71 miles of roads with sharrows, 10.33 miles of bike lanes and 34.6 miles of trails.

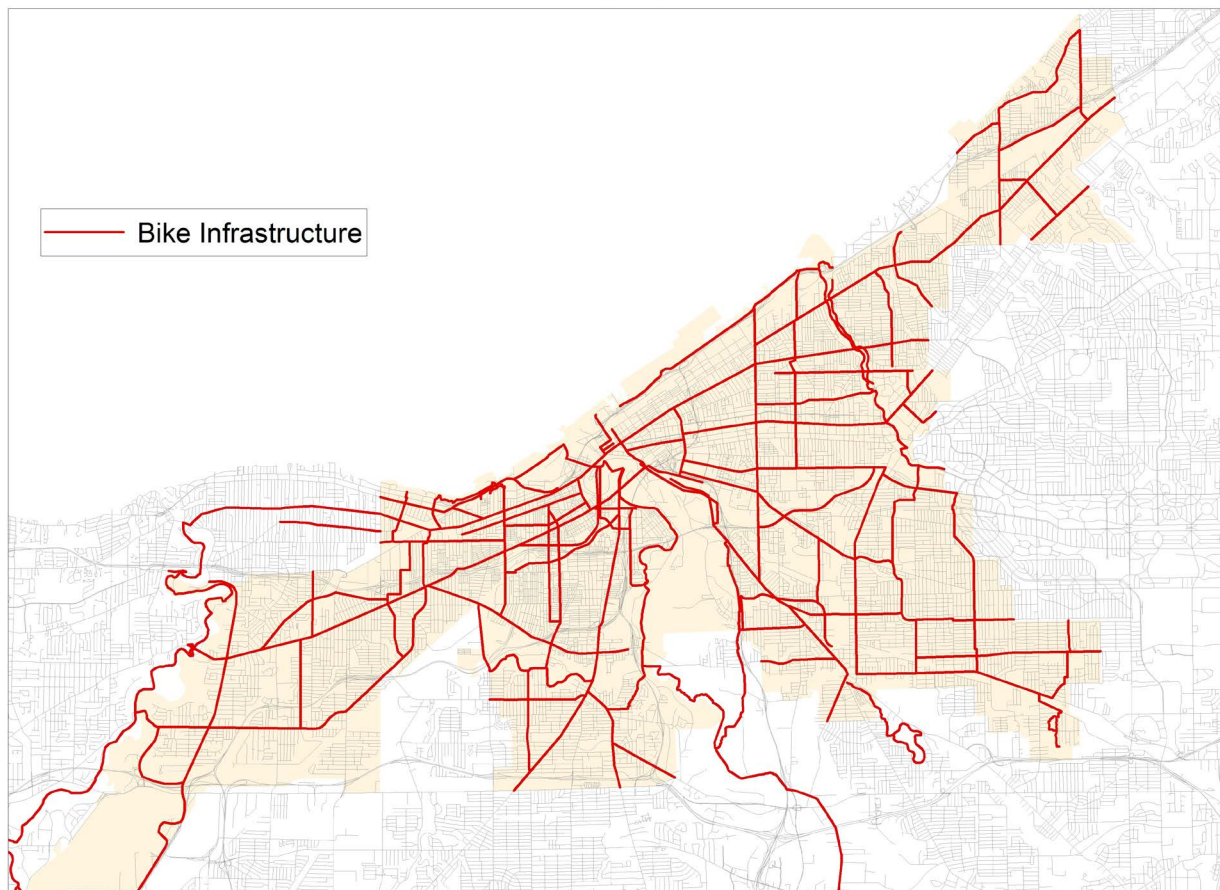
- In 2014-2015, 44 miles of bikeway will be added.
- In 2016-2017, 25 miles of bikeway will be added
- By the end of 2017, the city will have at least 118 miles of bikeway.

### SUSTAINABLE TRANSPORTATION ACTION TEAM (STAT):

The STAT working group's mission is to create a city-wide transportation system where non-motorized modes are on equal footing with car-based travel in terms of cost, efficiency, trip-time and energy consumption. Accomplishments this group was involved in include:

- Significant improvement in receptivity to bike and pedestrian accommodations by ODOT
- Abbey Rd. & Lorain Carnegie enhancements
- Completed Downtown Bike Station (Bike Rack)
- Complete & Green Streets Ordinance

Cleveland Bikeway Implementation Plan





## VIBRANT GREEN SPACE

The diverse environmental, economic and social benefits of Cleveland's green space underpin the sustainable development of the city. The expansion of parks, community gardens, urban farms, green roofs, landscaped boulevards, bike paths, trails, schoolyards, recreational areas, and other public natural areas in Cleveland can help to establish a broad swath of green space and build on the city's surrounding Emerald Necklace.

### VIBRANT GREEN SPACE PROJECTS:

- Urban Tree Canopy Assessment
- ReImagining Cleveland
- Cuyahoga Valley National Park's Designation as a Climate Friendly Park
- The Cleveland Convention Center has a Green Roof
- Cleveland Metroparks Assumes Management of Lakefront Parks





### URBAN TREE CANOPY:

In 2013, Cuyahoga County conducted a tree canopy assessment that measures Cleveland's tree canopy at 18.9%, well below the County average. The Office of Sustainability and City's Forestry Division, in collaboration with a new tree working group that emerged out the 2013 Summit, is beginning the planning stages to grow and maintain the tree canopy. In addition, the City of Cleveland was awarded a 2013 grant to plant 1,000 additional trees to mitigate emerald ash borer, to improve stormwater management and to increase Cleveland's tree canopy.



### REIMAGINING CLEVELAND:

Supported by a strong, citywide, public non-profit partnership, and hundreds of residents, ReImagining Cleveland is a vacant land reuse initiative that creates sustainable solutions to vacancy. Reimagining Cleveland underwent a one year planning process to explore strategies for reuse of vacant land with the goal of making Cleveland a cleaner, healthier, more beautiful, and economically sound city.

Since then, three rounds of funding have supported neighborhood-led projects to adaptively reuse vacant land. The initiative has produced 2 publications, *ReImagining a More Sustainable Cleveland* and *ReImagining Cleveland Ideas to Action Pattern Book*.

ReImagining Cleveland's innovative land reuse projects include vineyards, orchards, market gardens, pocket parks, and stream bed reconstruction projects within the City of Cleveland. The initiative also enables Cleveland residents to acquire vacant lots adjacent to their homes, helping to stabilize property values and making our streets safer, more enjoyable places to call home.

In 2012, ReImagining Cleveland was recognized for its collaborative effort and non-traditional approach to greening



Cleveland's neighborhoods with a National Planning Excellence Award for Innovation in Sustaining Places from the American Planning Association.

### CUYAHOGA VALLEY NATIONAL PARK IS A CLIMATE FRIENDLY PARK:

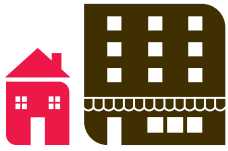
Cuyahoga Valley National Park (CVNP) is the only national park in an urban setting in the United States and is the sixth most visited national park in the country. In 2013, CVNP also became the first national park site in Ohio to achieve the status of "Climate Friendly Park". As a participant in the Climate Friendly Parks program (CFP), CVNP belongs to a network of 106 national parks nationwide that are committed to reducing resource consumption, cutting greenhouse gas (GHG) emissions, and educating staff and the public about climate change and sustainability.

### THE CLEVELAND CONVENTION CENTER HAS A GREEN ROOF:

The Cleveland Convention Center was built below grade with a green roof. The new Convention Center replaces an existing below-grade structure and enhances the Mall with extensive additional plant life and soil materials that more efficiently filter storm water. The new mall also features water-efficient landscaping using minimal water, including a plan for drought-tolerant plants to reduce water consumption.

### CLEVELAND METROPARKS ASSUMES MANAGEMENT OF LAKEFRONT PARKS:

On June 6, 2013, Cleveland Metroparks assumed management of certain Lakefront State properties, which include Edgewater Park, E. 55th St. Marina, Gordon Park, Euclid Beach Park, Villa Angela and Wildwood Park. While the City of Cleveland will continue to own the properties, Cleveland Metroparks holds a 99 year lease to manage and enhance the parks, with a commitment to outstanding stewardship.



## VITAL NEIGHBORHOODS

Neighborhoods are the building blocks of a great urban area. They are the real places of daily life — places where people interact face to face, where ideas are exchanged, and where a sense of identity and history is created. They are also the places where most people can live fulfilling lives with the least environmental impact. By bringing opportunities together in close proximity, neighborhoods reduce the need for transportation. By fostering the development of a vibrant public realm for all to share (great streets, meeting places, parks, libraries, public transit, etc.), neighborhoods can make affordable, low-consumption lifestyles more convenient and attractive. Thus, in many ways, dense, mixed-use, urban neighborhoods are the foundation for true sustainability.

### VITAL NEIGHBORHOODS PROJECTS:

- Vital Neighborhoods Working Group
- EcoDistricts
- Neighborhood Climate Action Toolkit



### VITAL NEIGHBORHOODS WORKING GROUP:

The mission of the Sustainable Cleveland 2019 Vital Neighborhoods working group is to cultivate sustainable neighborhoods of choice where residents are engaged, empowered, enlightened, resilient and self-reliant.

In 2011, Vital Neighborhoods hosted a “Green Your Block Energy Efficiency Challenge” to begin recruiting participants in block clubs citywide. Residents took action to reduce household energy consumption by changing incandescent bulbs to CFLs, installing a programmable thermostat and by installing a low flow showerhead.

In 2012, they hosted a Local Foods Challenge for residents and organizations in Cleveland neighborhoods. The winners

in each category, who achieved both local food outcomes and engaged their community, won \$550 in support of their project. Also, the committee collaborated with Cleveland Neighborhood Progress on the First Annual Citywide Local Foods Potluck, held on Sept. 29th, 2012 at Edgewater Park, Upper Pavilion.

In 2013, Vital Neighborhoods developed a skill share microgrant program. This program provides small grants of up to \$75 to fund the purchase of materials and supplies for neighborhood residents to host skill share classes or workshops in their neighborhoods. The Vital Neighborhoods group also organized the second annual Potluck in the Park. The 2013 potluck was held at Dunham Tavern Museum, on Euclid Ave, in the Fairfax neighborhood.







### ECODISTRICTS:

EcoDistricts are neighborhoods that develop comprehensive district-scale strategies in the areas of energy, water, waste, recycling, green infrastructure and mobility. When done comprehensively, these strategies can improve affordability, livability and overall quality of life for residents; enhance community identity; and reduce the burden on municipal infrastructure. They also provide a framework from which to implement innovative sustainability features and strategies.

Cleveland is home to two EcoDistricts: one in the Kinsman neighborhood on the east side, and one in the Detroit Shoreway area on the near west side. The EcoVillage in the Detroit Shoreway neighborhood was designated the country's first urban EcoDistrict in 1998 when a grant from the U.S. EPA established the area as a national demonstration project. Projects in the EcoVillage, both completed and underway, have shown that sustainability principles can be used effectively as a long-term vehicle for urban re-investment and socially responsible neighborhood renewal. Features of the EcoVillage include:

- Twenty-four energy efficient market rate and affordable homes
- Twenty-two townhomes being built to Enterprise Green Communities standards (Waverly Station)

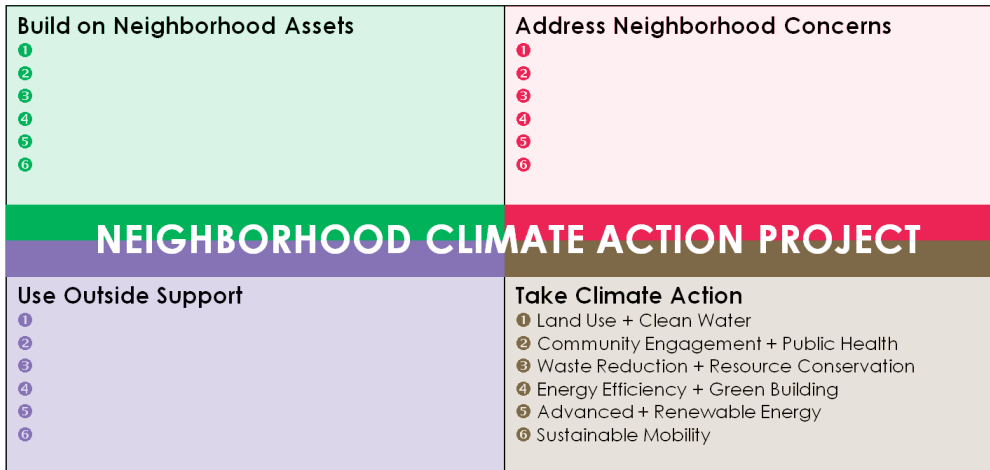
- Vacant land reclamation through the creation of greenspace, community gardens, and a resident-run chicken cooperative

The Kinsman neighborhood contains a unique range of sustainability efforts, centered around the Urban Agriculture Innovation Zone. Burten Bell Carr Development, the neighborhood community development corporation, is in the process of assembling land from the major land holders to turn this food desert into a center of urban agricultural production. Sustainability projects that have been planned, are in progress, or have been completed within the last three years in the Kinsman EcoDistrict include the following:

- Urban Agriculture Innovation Zone: Nearly 8 acres of urban agriculture have been established in what is being planned as the largest urban agriculture district in the U.S. The community's vision is to repurpose a total of 28 acres of vacant land
- Rid-All Green Partnership
- Kinsman Farm
- Cornucopia Café and Bridgeport Mobile Market
- Green City Growers worker-owned cooperative Greenhouse
- Heritage View Homes







### NEIGHBORHOOD CLIMATE ACTION TOOLKIT:

People power is the answer to true and lasting climate action in Cleveland. The Cleveland Neighborhood Climate Action Toolkit, developed in 2013 with Enterprise Community Partners and others, is intended to help neighborhoods and residents take actions to advance their goals while also furthering Cleveland's climate action goals. After all, Cleveland is truly a city of neighborhoods, and in order to create the foundation for true, lasting, and equitable climate action, implementation must also occur at the neighborhood level.

The toolkit includes materials to help neighborhoods learn about Cleveland's Climate Action Plan, identify neighborhood assets and concerns, relate them to climate action, and develop neighborhood climate action project ideas. The toolkit, including results from pilots conducted in three neighborhoods (Detroit Shoreway, Kinsman, and Glenville), can be found at [www.sustainablecleveland.org/toolkit](http://www.sustainablecleveland.org/toolkit).





## ENGAGED PEOPLE

At its core, Sustainable Cleveland is about engaging a diverse group of stakeholders to design, develop and implement a thriving and resilient Cleveland. To reach those goals, the Office of Sustainability uses a variety of tools to engage, inspire, activate and celebrate the community.

### ENGAGED PEOPLE PROJECTS:

- Mayor Frank G. Jackson's Annual Sustainability Summit
- The Sustainable Cleveland Center
- New Sustainable Cleveland Website and Communications Strategy
- Sustainable Cleveland Photo Contest
- Rock Your World with STEAM
- SOMO Leadership Labs
- EarthFest
- Social Media
- I am Sustainable Cleveland Campaign
- Sustainability Heroes
- Cleveland Green Venues Working Group





*Reporting out at the Sustainable Cleveland Summit*



*2013 Sustainable Cleveland Summit*



*Visitor at the Sustainable Cleveland Center*

### ANNUAL SUSTAINABILITY SUMMIT:

As part of the initiative, Mayor Frank G. Jackson hosts annual summits, bringing together a diverse group of people vested in and dedicated to Cleveland to use their vast knowledge and imagination to create an action plan for building a green economy for Cleveland's future.

The summits incorporate Appreciative Inquiry (AI) as the facilitation method. AI is a collaborative, interactive, and action oriented process for creating change. There have been five annual summits to date with approximately 2,500 participants in total. More than 30 volunteer working groups have emerged from these Summits, many of which are included in this report, representing hundreds of dedicated volunteers.

### THE SUSTAINABLE CLEVELAND CENTER:

The Sustainable Cleveland Center, located in Tower City, is the physical home of Sustainable Cleveland 2019. As owners and operators of Tower City Center, Forest City Enterprises has dedicated this portion of the iconic center to serve as a gathering place for the sustainability community and a resource for the general public. This is a place where businesses of all types and sizes, government agencies, academia and students, community organizers and

nonprofit organizations, and many others come together to connect, collaborate and innovate.

### NEW WEBSITE AND COMMUNICATIONS STRATEGY:

In 2012, the Office of Sustainability created a communications strategy and launched a new website for Sustainable Cleveland 2019. The website was made possible through generous funding from the Gund Foundation and the O'Neill Foundation. The website is a key tool to effectively communicate with stakeholders, share successes and challenges, and to provide resources for individuals, communities and organizations. Other tools include social media, a monthly e-newsletter, poster campaign, photo contest, sustainability hero awards, and more.



## SUSTAINABLE CLEVELAND PHOTO CONTEST:

We asked for the best images in sustainability and the community responded with some breathtaking photos. A four member jury combed through more than 125 entries and selected the top three youth and adult photos to win prizes. The best of the best were chosen not only for their artistic quality, but how they told the story of sustainability in Cleveland. The top 25 photos were put on display in the Sustainable Cleveland Center in Tower City and online at [www.sustainablecleveland.org/2013-photo-contest/](http://www.sustainablecleveland.org/2013-photo-contest/).



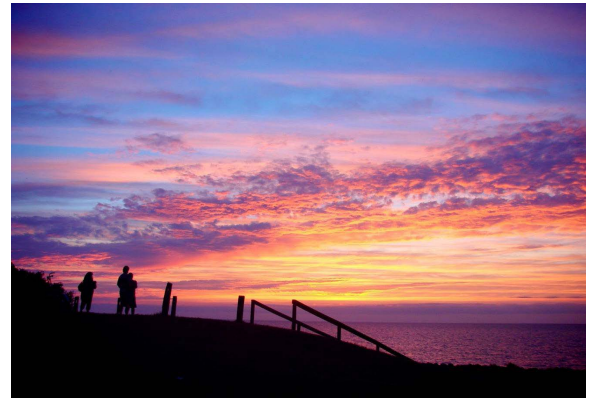
*Darlene Beiter, Selling Tomatoes at the Kentucky Gardens, 1st Place Adult Category*



*Hannah Kiraly, Entering CLE, 1st Place Youth Category*



*Lauren Lippert, Ride the City, 2nd Place Adult Category*



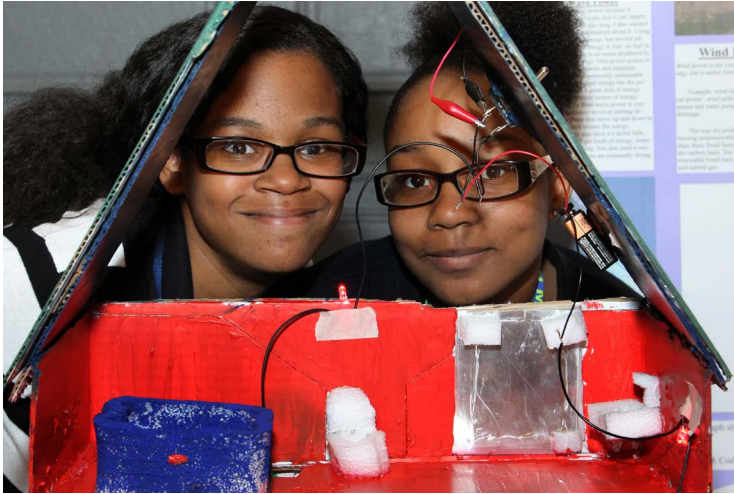
*Mujaab Abdulzahir, Firesky, 2nd Place Youth Category*



*Lilah Zautner, Wildflowers, 3rd Place Adult Category*



*Dana Heikkila, Skyscraper, 3rd Place Youth Category*



*Rock your World with STEAM participants*



*SOMO Leadership Lab*

#### ROCK YOUR WORLD WITH STEAM:

Since 2011, Sustainable Cleveland has partnered with The Cleveland Metropolitan School District to engage students around the celebration year topics through the district wide Rock Your World with STEAM program. The District also received a USDA planning grant to create a district-wide farm-to-school program.

#### SOMO LEADERSHIP LABS:

An initiative that was conceived during the 2009 Sustainability Summit, SOMO leverages SOCIAL eMOtional leaders at all levels in a citywide well-being initiative to help Clevelanders learn how to think differently (flexibly, positively, expansively) using positive psychology, the science of success and happiness. For more information, visit [www.somoleadershiplabs.com](http://www.somoleadershiplabs.com).

#### EARTHFEST:

Since 2011, Sustainable Cleveland has partnered with Earth Day Coalition on EarthFest to align the programming with the annual celebration years. This helps to reach the more than 50,000 people who attend EarthFest annually.

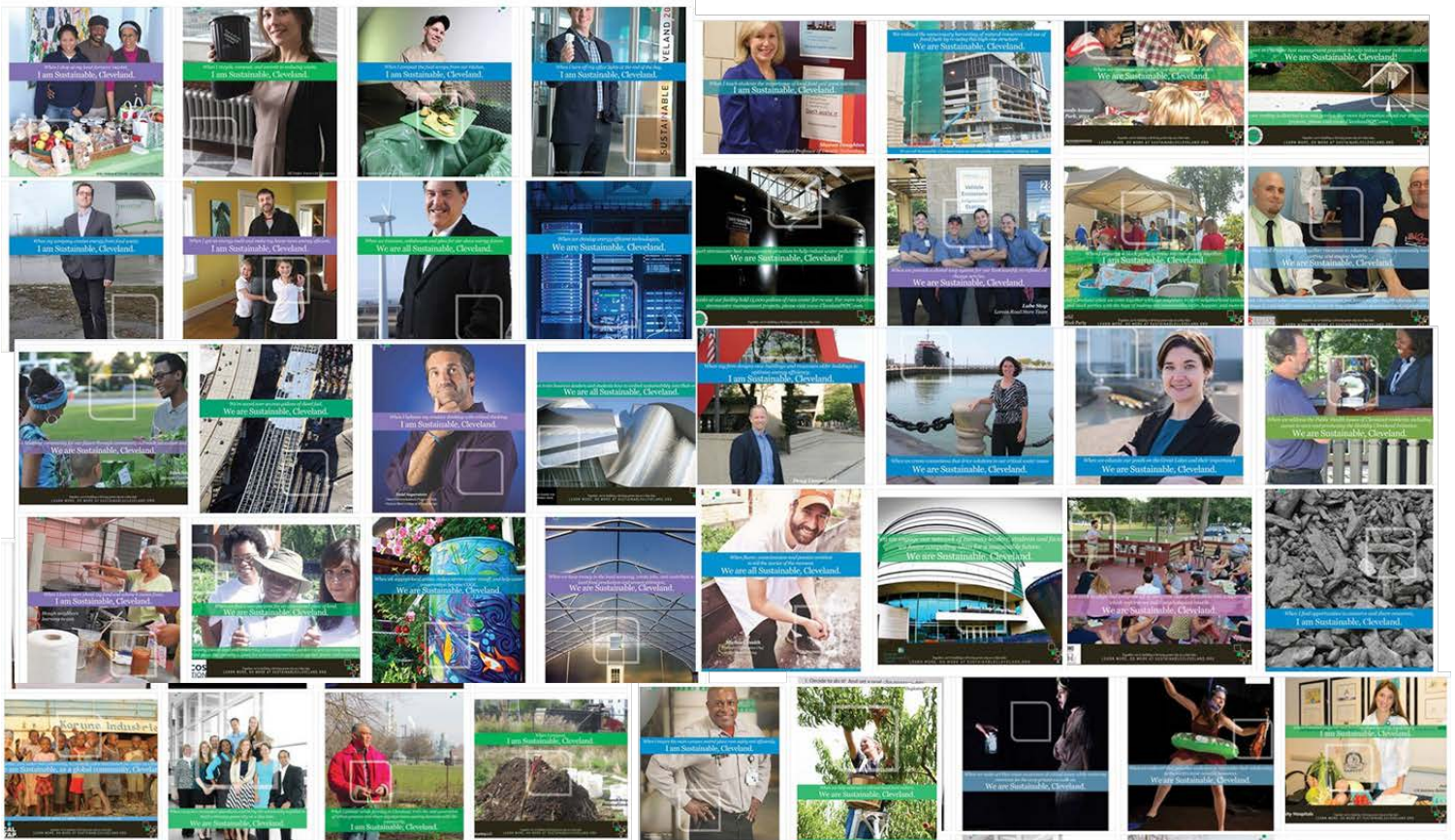
#### SOCIAL MEDIA:

Sustainable Cleveland uses both high-tech and high-touch approaches to engage the community in sustainability. With more than 3,700 Facebook “likes”, 4,000 followers on Twitter, and 360 members of the LinkedIn Group, Sustainable Cleveland has a growing social media following and increasing interactivity.



## I AM SUSTAINABLE CLEVELAND CAMPAIGN

Sustainable Cleveland launched a poster campaign in 2013. Businesses, organizations, families and individuals were encouraged to submit a photo and text for posters that were shown online and at the 2013 Summit. Visit [www.facebook.com/SustainableCleveland](http://www.facebook.com/SustainableCleveland) to see more than 40 posters created by sustainability champions throughout Northeast Ohio.







*Lisa Hong, Elle Adams, and Devo Bavishi were named Sustainability Heroes at the 5th Annual Sustainable Cleveland Summit*



*The awards were created by Nicole McGee of Upcycle St. Clair*

## SUSTAINABILITY HEROES:

At the 5th Annual Sustainability Summit, we celebrated the halfway mark of Sustainable Cleveland 2019 by honoring sustainability heroes. We awarded prizes to individuals who went above and beyond to make Cleveland a thriving green city on a blue lake.

Devo Bavishi, owner of Ace Taxi service, was awarded the Up and Coming Sustainability Hero Award. Since 2010 Ace Taxi has pioneered using alternative fuels such as propane and compressed natural gas to power its fleet. The Sustainability Champion Award (3-10 years working in sustainability) was given to Elle Adams of City Rising Farm in Hough. Elle, through her volunteer work, has helped a community come together through food, education, and engagement. The Sustainable Pioneer Award (11+ years working in sustainability) was given to David Nash and Lisa Hong, founders of the Corporate Sustainability Network (CSN). As the nominator wrote, "CSN has been a major instrument for engaging corporations, universities, governments, and religious organizations in sustainable business and personal practice." We honor them for their foresight into

convening this broad group of individuals to collectively advance innovation, collaboration, and environmental stewardship in Northeast Ohio.

## CLEVELAND GREEN VENUES WORKING GROUP:

The Cleveland Green Venues Project is a collaboration between the U.S. EPA, Ohio EPA, Cuyahoga County Solid Waste District, and the City of Cleveland's Office of Sustainability. Participating venues below signed onto the Cleveland Green Venues pledge at the end of 2011. These venues have committed to making improvements in at least two of following five sustainability action areas:

- Materials Management
- Energy Conservation and Efficiency
- Water Conservation and Efficiency
- Environmentally Preferable Purchasing
- Transportation

All pledged venues were required to engage the public through 'Community Connections'.

## 4.0

## CLIMATE ACTION PLAN

The Mayor's Office of Sustainability convened a 50-member Climate Action Advisory Committee with representatives of leading Cleveland organizations from the commercial, industrial, educational, government, and non-profit sectors to inform and create the Climate Action Plan.

**THE CLEVELAND CLIMATE ACTION PLAN** contains an overarching greenhouse gas (GHG) reduction goal of 80% reduction below 2010 emissions by 2050, with interim goals of 16% reduction by 2020 and 40% reduction by 2030. The goals are designed to be bold yet achievable.

Goals will be achieved through implementation of the 33 actions outlined in the plan, split into 6 focus areas:

- Energy Efficiency and Green Building;
- Advanced and Renewable Energy;
- Sustainable Mobility;
- Waste Reduction and Resource Conservation;
- Land Use and Clean Water;
- and, Community Engagement and Public Health.

While Cleveland is relatively well positioned in the face of climate change because of access to fresh water and a temperate climate, we still face many impacts that put environmental and human health at risk. Projections depict a climate in Cleveland more like Oklahoma by mid-century, including many more high heat days, more intense storms, and more frequent drought conditions. The actions are designed to improve Cleveland's resilience to these changes as well as reduce carbon emissions.

**MANY INSTITUTIONS**, companies, neighborhoods, and individuals in Northeast Ohio are already embarking on efforts to reduce their GHG emissions associated with energy use, transportation, solid waste and other areas. While reducing GHG emissions is a driving force for many of these efforts, there are many other benefits. In fact, even if climate change was not a factor, taking the actions laid out in this plan would still make sense from an economic, environmental, and equity perspective; climate change adds urgency.

This plan provides opportunities for Clevelanders now and into the future. Implementing the actions in this plan will strengthen our economy, clean our environment, and improve the health and wellness of Clevelanders. Whether it's planting trees, building green, creating healthier transportation options, or reducing waste and recycling, we can increase the livability of our neighborhoods and enhance the quality of life for all Clevelanders.

City leadership must also include a focus on the City's municipal operations. The Sustainable Cleveland Municipal Action Plan, in conjunction with the community-wide Climate Action Plan, enables the City to lead by example while reaping the many benefits of sustainability.

For more information about the Climate Action Plan, visit [www.SustainableCleveland.org/climate](http://www.SustainableCleveland.org/climate).

# 33 CLIMATE ACTIONS WHICH ONES INSPIRE YOU TO ACT?

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## ADVANCED & RENEWABLE ENERGY

- 08. Install renewable energy at homes & businesses
- 09. Incorporate renewable energy into municipal aggregation
- 10. Install renewable energy projects on vacant land
- 11. Develop an offshore wind farm
- 12. Meet renewable energy standards
- 13. Accelerate conversion of organic waste to energy
- 14. Create low-carbon heating & cooling systems
- 15. Support businesses to reduce industrial emissions

1

## ENERGY EFFICIENCY & GREEN BUILDING

- 01. Retrofit residential buildings
- 02. Retrofit commercial & industrial buildings
- 03. Exceed existing building codes
- 04. Make utility data easily accessible
- 05. Expand smart grid
- 06. Develop energy & green building challenges
- 07. Green Cleveland's schools

### 2020 GOALS

**Energy Efficiency & Green Building/** \$80 million saved annually by Cleveland households and businesses due to reduced energy use.

**Advanced & Renewable Energy/** 15% of energy use in Cleveland is supplied from renewable sources.

**Sustainable Mobility/** Reduce the percent of commuters driving alone from 69% to 62%, saving households and businesses \$24 million due to reduced energy costs. Increase the number of bikeway miles by 250%.

**Waste Reduction & Resource Conservation/** Increase diversion rate from 11% to 25% for residential & commercial waste.

**Land Use & Clean Water/** Reduce effective impervious surface in Cleveland by 5% and make significant progress in delisting the Cuyahoga River as an Area of Concern.

**Community Engagement & Public Health/** Engage every Cleveland neighborhood in climate action and significantly increase the number of Clean Economy Jobs.

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## SUSTAINABLE MOBILITY

- 16. Drive more efficient vehicles
- 17. Expand carpooling & car sharing
- 18. Encourage anti-idling citywide
- 19. Increase the use of public transit
- 20. Make biking & walking easier & safer
- 21. Create complete and green streets

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## WASTE REDUCTION & RESOURCE CONSERVATION

- 22. Encourage waste reduction by residents & businesses
- 23. Increase deconstruction & recycling of demolished buildings
- 24. Develop an integrated waste management plan

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## COMMUNITY ENGAGEMENT & PUBLIC HEALTH

- 31. Promote businesses striving to meet energy & carbon goals
- 32. Recognize neighborhood capacity to take climate action
- 33. Build resiliency against the impacts of climate change

5

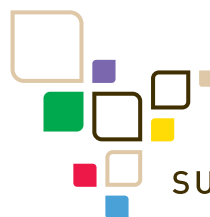
## LAND USE & CLEAN WATER

- 25. Green Cleveland's codes to encourage sustainable development
- 26. Rightsize the City's infrastructure
- 27. Develop & implement an urban tree plan
- 28. Scale up the local food system
- 29. Implement green infrastructure to capture stormwater
- 30. Increase water conservation & efficiency

**WE NEED YOU/**Which of the 33 actions above interest you? What can you do at home, at work, and in your community to help build a thriving and healthy Cleveland? The Climate Action Plan can only be achieved by Clevelanders from all walks of life taking the lead. How will you take action?

Visit [SustainableCleveland.org](http://SustainableCleveland.org) to learn more.





SUSTAINABLE CLEVELAND 2019

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