CITY OF CLEVELAND
Mayor Frank G. Jackson

From: **Office of the Mayor**

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FOR IMMEDIATE RELEASE:
September 12, 2016

Reserve Your Spot at the 2016 Sustainable Cleveland Summit

Year of Sustainable Transportation

CLEVELAND – Time still remains to reserve your spot at the 2016 Sustainable Cleveland Summit to be held at Cleveland Public Auditorium on Wednesday, September 21st from 3:00 p.m. to 6:00 p.m. and continuing through Thursday, September 22 from 8:00 a.m. - 5:00 p.m.

Every year since 2009, Mayor Jackson convenes over 500 local business leaders, government officials, non-profit leaders, students, educators and residents around a central topic fundamental to a sustainable city. The theme for this year's summit is sustainable transportation. Summit participants will hear about this year's sustainable transportation initiatives, including the Commuter Choice Challenge, the #imoveCLE selfie contest, ciCLEvia open streets events, the UHBikes bike share system, and much more. Along with celebrating our accomplishments, the Summit will be an opportunity to recognize and address transportation challenges as a community.

This year the City of Cleveland is pleased to announce that the Cleveland Foundation will serve as a presenting sponsor and the Summit's keynote speaker will be Gil Penalosa. Gil Penalosa is the founder of the internationally recognized non-profit organization, "8 80 Cities". Mr. Penalosa advises decision makers and communities on how to create vibrant cities and healthy communities for everyone regardless of age, gender, social, economic, or ethnic background. The keynote address on Day one of the Summit will focus on the design and use of parks and streets as public places and sustainable mobility.

Day two of the Summit will be a full day of visioning, design, and action planning centered on:

- The current and upcoming celebration year topics of Sustainable Transportation and Vibrant Green Space.
- Advancing the Cleveland Climate Action Plan, which incorporates the topics of: Energy, Local Foods, Waste, Clean Water, Vital Neighborhoods, and Engaged People.

To register for this year's Summit, visit https://scsummit2016.eventbrite.com. Participants may register for single or both days of the Summit. Registration ends on September 17, 2016.

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SUSTAINABLE CLEVELAND 2019

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

2016 Sustainable Cleveland Summit

Briefing Packet

September 21st and 22nd

Cleveland Public Auditorium

Summit 2016

The 8th Annual Sustainable Cleveland Summit will be September 21-22, 2016 at Cleveland Public Auditorium in downtown Cleveland. This year the City of Cleveland is pleased to announce that Cleveland Foundation will serve as a presenting sponsor.

The Summit will open at 3:00pm on Wednesday, September 21st with Remarks from Mayor Frank G. Jackson, a presentation of Awards, and a keynote and interactive workshop from Gil Penalosa and 8 80 Cities. Matt Gray, Director of Sustainability for the City of Cleveland, will also discuss key sustainability accomplishments and next steps during opening remarks. The reception will begin at 6:00pm at Cleveland Public Auditorium.

September 22nd will be a full day of visioning, design and action planning focused on:

- The current and upcoming celebration year topics of Sustainable Transportation and Vibrant Green Space
- Advancing the Cleveland Climate Action Plan, which incorporates the topics of: Energy, Local Foods, Waste, Clean Water, Vital Neighborhoods, and Engaged People.

For more information on the Summit, including registration details, please visit http://www.sustainablecleveland.org/2016_annual_summit. Summit registration is here: https://scsummit2016.eventbrite.com. Participants may register for single or both days of the Summit.

Keynote Speaker: Gil Penalosa

Gil is the founder of the internationally recognized non-profit organization, 8 80 Cities. He advises decision makers and communities on how to create vibrant cities and healthy communities for everyone regardless of age, gender, social, economic, or ethnic background. Gil's keynote and workshop on Day 1 of the Summit will focus is on the design and use of parks and streets as great public places, as well as sustainable mobility: walking, riding bicycles, using public transit, and the new use of cars.

10 Reasons to Attend Summit 2016

1. **There's Money Behind Your Ideas**. This year, we are partnering with the Cleveland Climate Action Fund, ioby, and the Climate Resiliency and Urban Opportunity Initiative to make it easier than ever to find implementation dollars for your project idea.

2. **Gil Penalosa**. Gil's Keynote will focus on the design and use of parks and streets as great public places, as well as sustainable mobility.

3. **Youth Leaders**. Up to 50 high school students will be selected to participate in this Summit, serving as a first step in planning the inaugural Youth Sustainability Summit and Career Expo in 2017 -- Applications are due Sept 2.

4. **Moving Forward on Sustainable Transportation**. We'll celebrate many big wins from 2017, while also coming together to advance support for more public transit dollars, continue progress on sustainable transportation infrastructure, and accelerate alternative fuel vehicle adoption.

5. **Going Green in 2017**. With the Year of Vibrant Green Space only four months away, the Summit will be an opportunity to identify collaborative projects and also move another step forward on implementing the Cleveland Tree Plan.

6. **Pre-Game**. There will be a number of activities before the Summit starts at 3pm on Sept. 21st, including the launch of UHBikes in Public Square and a Ride 'n' Drive event where you can test drive electric vehicles.

7. **Post-Game**. Both days will feature a post-Summit reception with local food, music, and cash bar... and won't your cocktail taste better knowing it's part of a zero waste event?

8. **Green Business**. Organizations small and large will have an opportunity to learn from their peers on a wide variety of topics, such as energy efficiency, solar, supporting employees in healthy commuting, and much more.

9. **The People**. The Summit brings together more than 500 business leaders, government officials, residents, and youth leaders, with plenty of time to visit with old friends and make new ones.

10. **We Need Everyone**. The year 2019 is right around the corner and we need to be #Allin to ensure @sustainableCLE has clear next steps for the next three years in implementing the Cleveland Climate Action Plan.

History and Background of Sustainable Cleveland 2019

The First Summit, 2009

In August 2009 nearly 700 people from across Greater Cleveland gathered at Public Auditorium for a three-day Summit focused on "Building an Economic Engine to Empower a Green City on a Blue Lake." The event focused on supporting business growth, protecting the environment and creating opportunities for individuals to prosper.

Conceived by Mayor Frank G. Jackson as a key initiative to position Cleveland for the future, the first Summit was a watershed moment in Cleveland history as a diverse group–from CEOs to high school students–shared their dreams of a sustainable city. Through a process known as Appreciative Inquiry (AI) the participants focused on 20 areas including food, water, land, and transportation to work on prototypes of that brighter future. The Summit was facilitated by Case Western Reserve University, Fowler Center for Business as an Agent of World Benefit faculty David Cooperrider and Ron Fry, who pioneered AI, and the City of Cleveland's Office of Sustainability.

At the first Summit, Mayor Jackson committed to hosting an annual sustainability summit every year until 2019, the 50th year anniversary of the infamous Cuyahoga River Fire. 2019 is a deadline, an inspiration and a year during which Cleveland will be in the national spotlight and able to tell a story of dramatic transformation.

Sustainable Cleveland Today

Sustainable Cleveland 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.

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

Stewardship Council

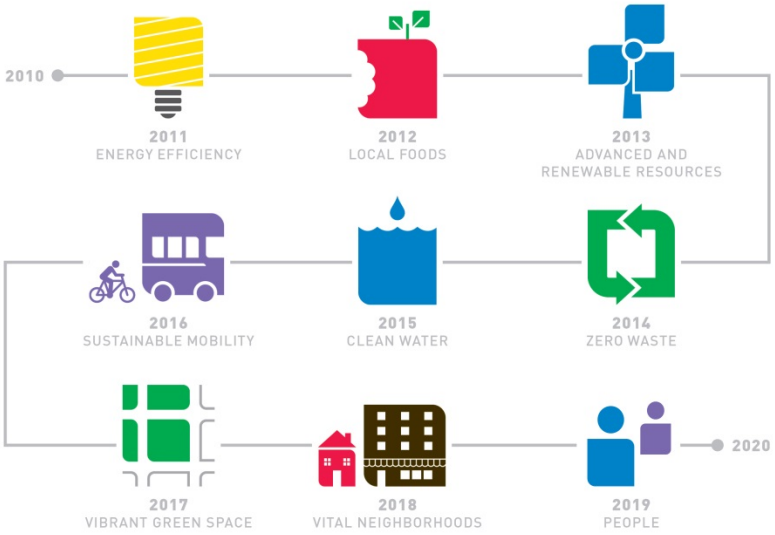
In 2009, Mayor Jackson created the Sustainable Cleveland Stewardship Council to advise the City on strategies to achieve the recommendations of the first Summit. The Council has helped to set priorities and to develop the Action and Resources Guide, the Performance Indicators and the Communications Strategy.

Harriet Applegate, Executive Secretary, North Shore AFL-CIO
David Beach, Executive Director, GreenCityBlueLake Institute
John Colm, Executive Director, WIRE-NET
Stephanie Corbett, Sustainability Director, Case Western Reserve University
Margaret (Margie) Flynn, Principal and Co-Owner, BrownFlynn
Grace Gallucci, Executive Director, NOACA
Fred Geis, Co-owner, Geis Companies
Eric Gordon, Chief Executive Officer, Cleveland Metropolitan School District
Paul Lepro, Project Manager, PNC Bank
The Very Reverend Tracey Lind, Dean, Trinity Cathedral
Mark McDermott, Executive Director, Enterprise Community Partners
John Mitterholzer, Senior Program Officer, George Gund Foundation

David Nash, Founder, Corporate Sustainability Network
David November, Sustainability Manager, Cuyahoga Community College
Sarah O'Keeffe, Sustainability Director, University Hospitals
Julian Rogers, Director of Community Partnerships, Cleveland State University
Nicole Schiro, Vice President Brand Manager, PNC Bank
Morgan Taggart, AgRECulture Director, St. Clair Superior Development Corporation
Rick Taylor, Corporate Vice President Environment, Health, Safety & Energy, Parker Hannifin
Jon Utech, Senior Director, The Cleveland Clinic Office for a Healthy Environment
Byron White, Vice President for Community Engagement, Cleveland State University
Brian Zimmerman, Chief Executive Officer, Cleveland Metroparks
Ann Zoller, Executive Director, LAND Studio

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. 2016 is the Year of Sustainable Transportation.



2016, The Year of Sustainable Transportation

The Year of Sustainable Transportation (or Mobility) was planned and implemented by a diverse group of stakeholders forming the Year of Sustainable Transportation Committee.

Focused on engaging as many organizations as possible in supporting healthier forms of moving around the city and region, the group led or coordinated many important initiatives in 2016 including:

- Sustainable Cleveland presented a Sustainable Cleveland Pechakucha, hosted at the City Club of Cleveland, and the Year of Sustainable Transportation Kickoff at City Hall.
- Planning has begun for the Midway Cycle Track and Protected Facilities Plan, with completion expected in 2016.
- UHBikes, Cleveland's bike share system, was launched in 2016.
- Cleveland Metroparks and its partners won an $8 million federal TIGER grant in late July to fund five separate trail initiatives in a project called "Re-Connecting Cleveland: Pathways to Opportunity."
- Cleveland Metroparks also launched the water taxi in the Flats.
- Safe Routes to School made significant progress in 2016, making it easier for children to walk or bike to school at 69 Cleveland K-8 schools.
- The ciCLEvia open streets initiative launched in 2016, whereby streets are closed to cars and open to people-powered movement -- running, biking, yoga, hopscotch, and much more. The ciCLEvia idea first germinated at the 2014 Summit.
- The #imoveCLE Selfie Contest saw more than 200 participants take selfies while actively partaking in a wide variety of sustainable transportation activities. Winners will be announced at the Summit.
- The Office of Sustainability partnered with NOACA to hold the Commuter Choice Challenge. More than 30 employers took the Challenge to demonstrate leadership and action in sustainable transportation for their employees/visitors.
- The City of Cleveland is on track to install another 19 miles of bicycle infrastructure in 2016 as part of the Bikeway Implementation Plan, the most ever in a single year.
- The Fleet Avenue complete and green street reconstruction was completed.
- The Alternative Fuel Vehicle committee was established and has begun working with key stakeholders to improve electric and alt fuel vehicle awareness and infrastructure in Northeast Ohio.
- There are now six certified Bicycle Friendly Businesses in Northeast Ohio, with more applying now.
- University Circle launched an upgraded Circle Link service in June 2016
- NOACA took planning to a new level in 2016, including:
    - Development of the region's Transportation Safety Action Plan
    - Update of the Citywide bike map
    - Beginning development of the Long Range Transportation Plan
    - Continued progress on the Transit Oriented Development Scorecard and Implementation Plan
- RTA made recent improvements to many stations, including Lee-Van Aken, Brookpark, East 116th Street, Warrensville-Shaker, the Red Line art project, and more.

- RTA van pools were launched in 2016
- RTA launched the #IGORTA campaign -- there are already 40 organizations of various types across the city that give discounts to people who show their RTA ticket/pass
- The City completed a $150,000 plan for a new multimodal transit facility integrating Amtrak, Greyhound, and RTA Rapid Transit. The plan was supported by a $120,000 NOACA grant.
- Valarie McCall, the City's Chief of Government & International Affairs , has served as Chair of the American Public Transportation Association (APTA) Board of Directors
- 2016 saw more programming and education around biking than ever before thanks to Bike Cleveland, the Ohio City Bike Co-op, Slow Ride Cleveland, and more.

Each Celebration Year has catalyzed progress key to Sustainability learn more here: http://www.sustainablecleveland.org/action_areas

Working Groups, Past and Present

Sustainable Cleveland Working Groups are comprised of individuals and organizations working together throughout the year on projects, programs, and policies that are making Cleveland more sustainable. Working Groups are one outcome of past Sustainable Cleveland Summits.

Some Sustainable Cleveland success stories include working groups formed during a Summit that have taken their passion for a particular sustainability topic and formed a separate organization. Examples of these successes include:

- Cleveland 2030 District
- Tunnel Vision Hoops
- Drink Local.Drink Tap.
- Upcycle Parts Shop
- Cleveland Water Alliance
- Campus District
- Bike Cleveland

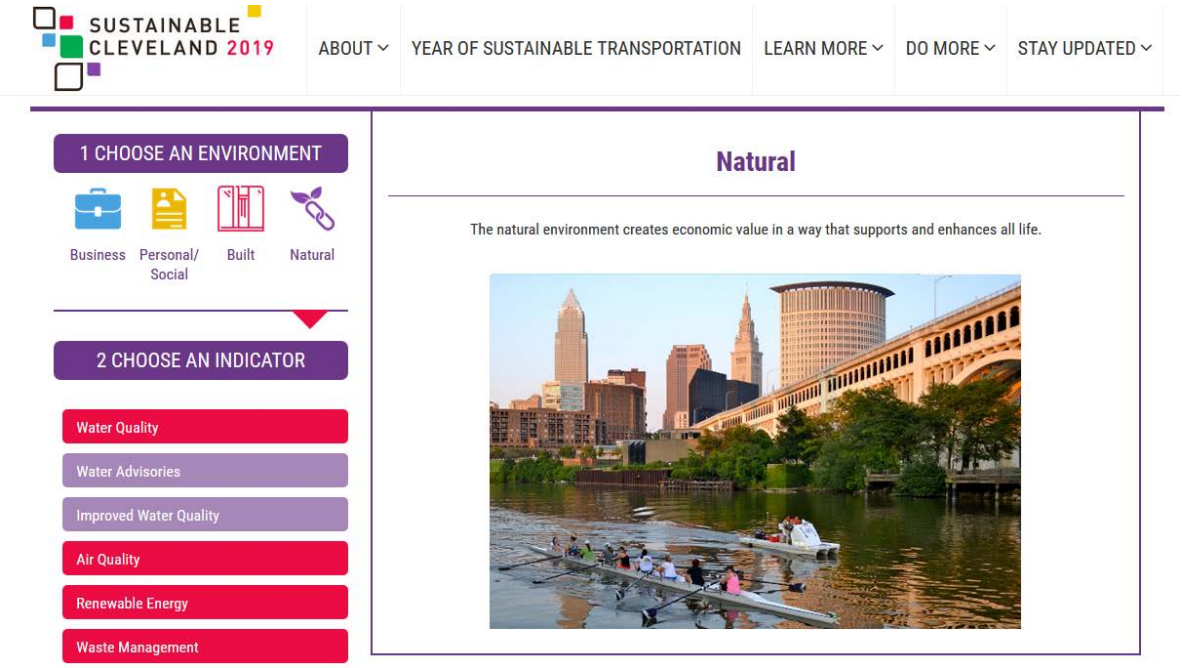
Examples of active Working Groups include:

- Slow Money Cleveland NEO (local food)
- ZeroWasteNEO
- ciCLEvia
- Forest City Working Group
- Vital Neighborhoods Working Group

Learn more about working groups here: www.sustainablecleveland.org/join_a_working_group

It's likely that new working groups will get created or expanded at this year's Summit – it will be largely up to Summit participants to determine which ones.

Strategy and Measuring Success



Strategic Framework

The four environments of the strategic framework can be understood as the foundations of a sustainable city.

1. Social and Personal Environment: How our community creates, adapts to and benefits from the challenges of a sustainable economy.
2. Natural Environment: How we restore and harness our natural capital, from brownfields to waste and renewable energy, through leveraging their economic and social value in new ways.
3. Built Environment: How our neighborhoods, institutions, industries, and city infrastructures successfully integrate sustainability into their built environments.
4. Business Environment: How our region's economic engines adapt to market changes while "greening" their supply-chain and accelerating innovation in clean technologies.

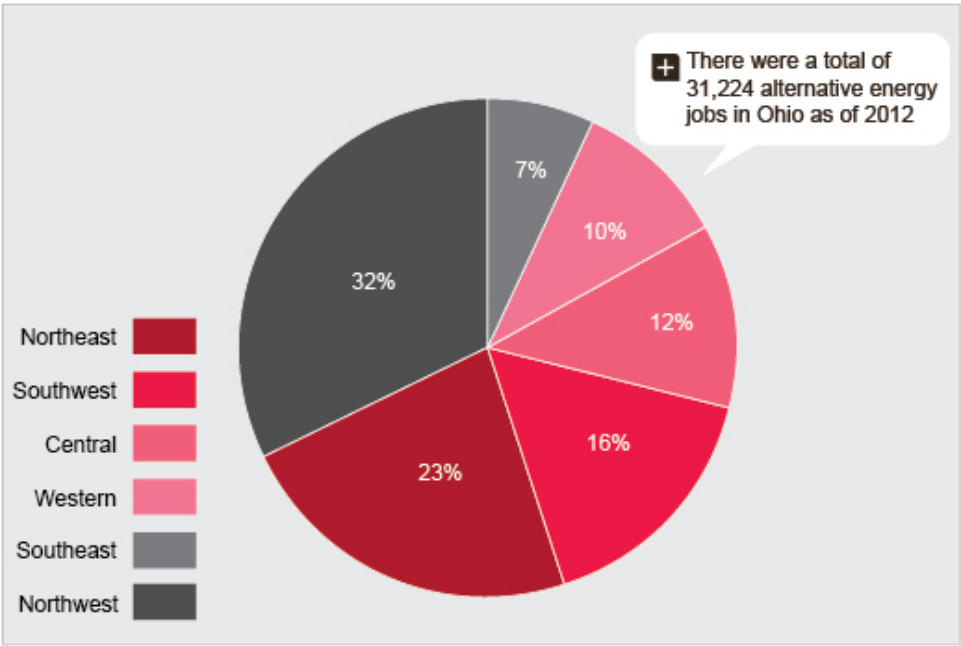
Sustainability Plans

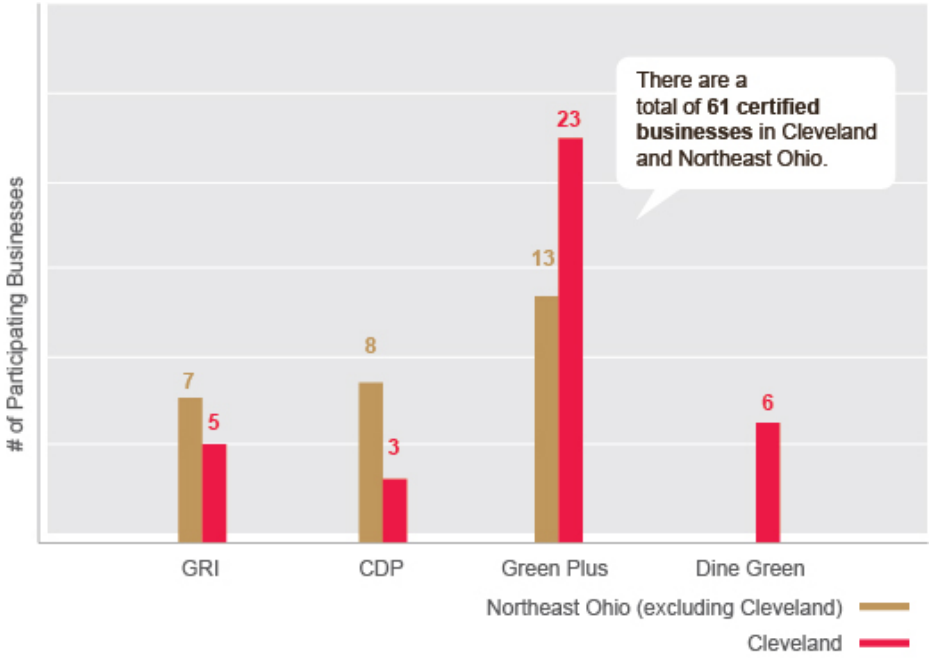
Sustainable Cleveland is guided by 2 plans, The Cleveland Climate Action Plan and the Sustainable Cleveland Municipal Action Plan. A progress report for the Cleveland Climate Action Plan will be shared during the 2015 summit.

Sustainability Indicators

Sustainable Cleveland measures progress with indicators in each of the four environments. Example indicators are below; the complete set can be viewed on the online dashboard: http://www.sustainablecleveland.org/dashboard

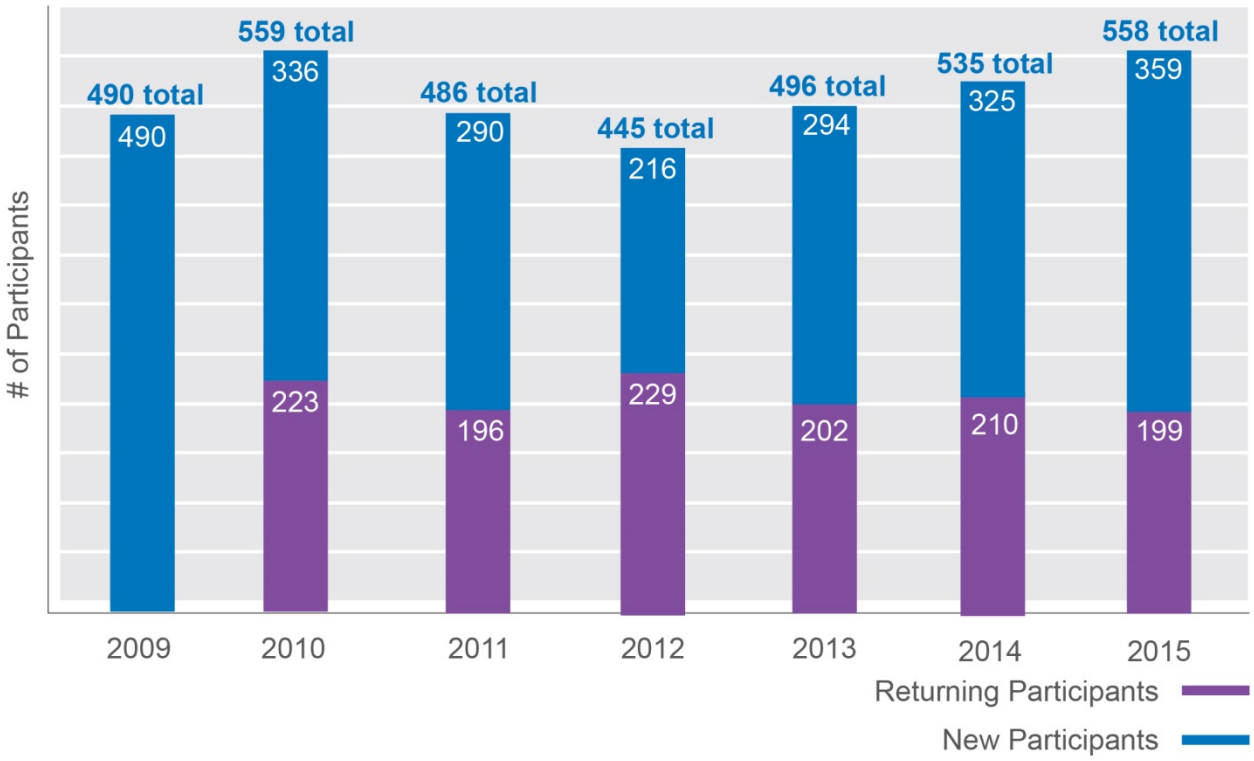
BUSINESS

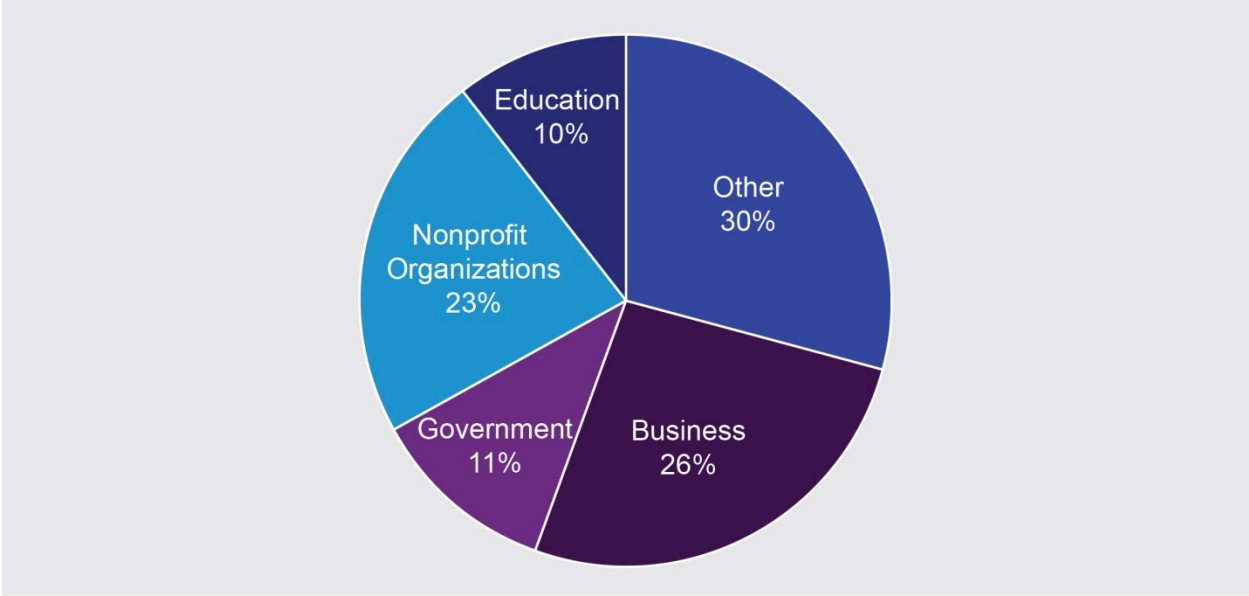




PERSONAL / SOCIAL

Summit Participants

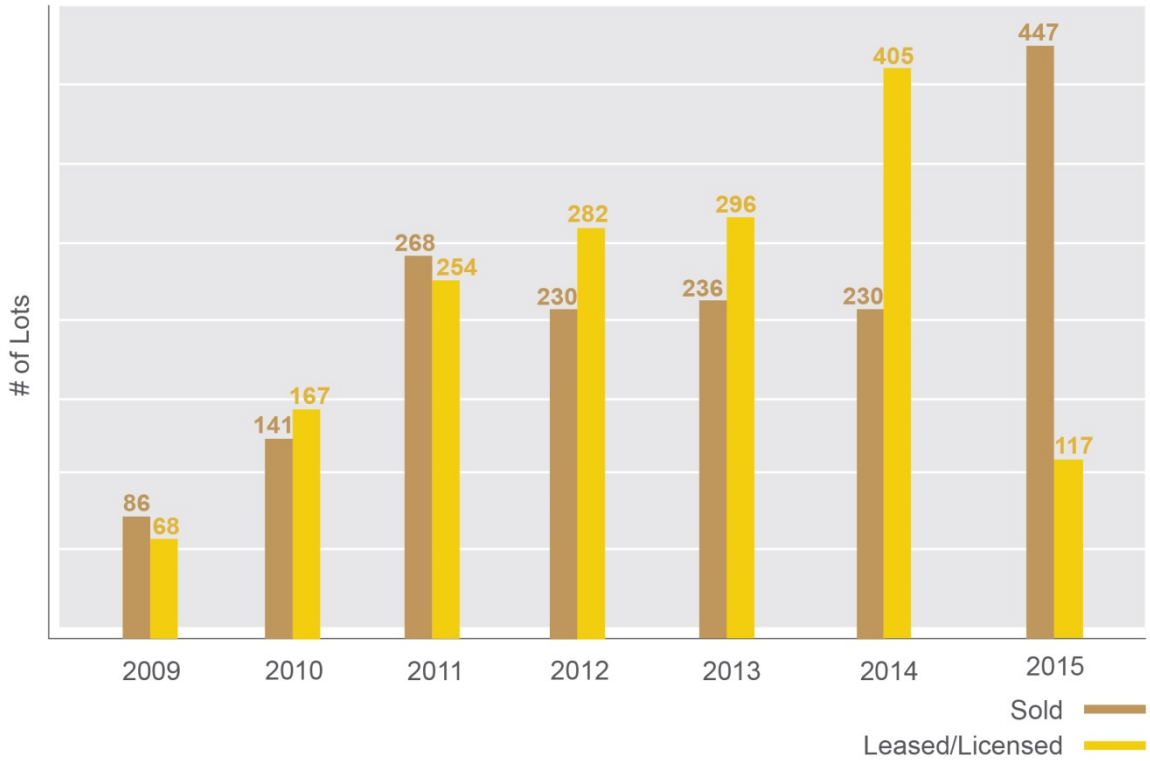


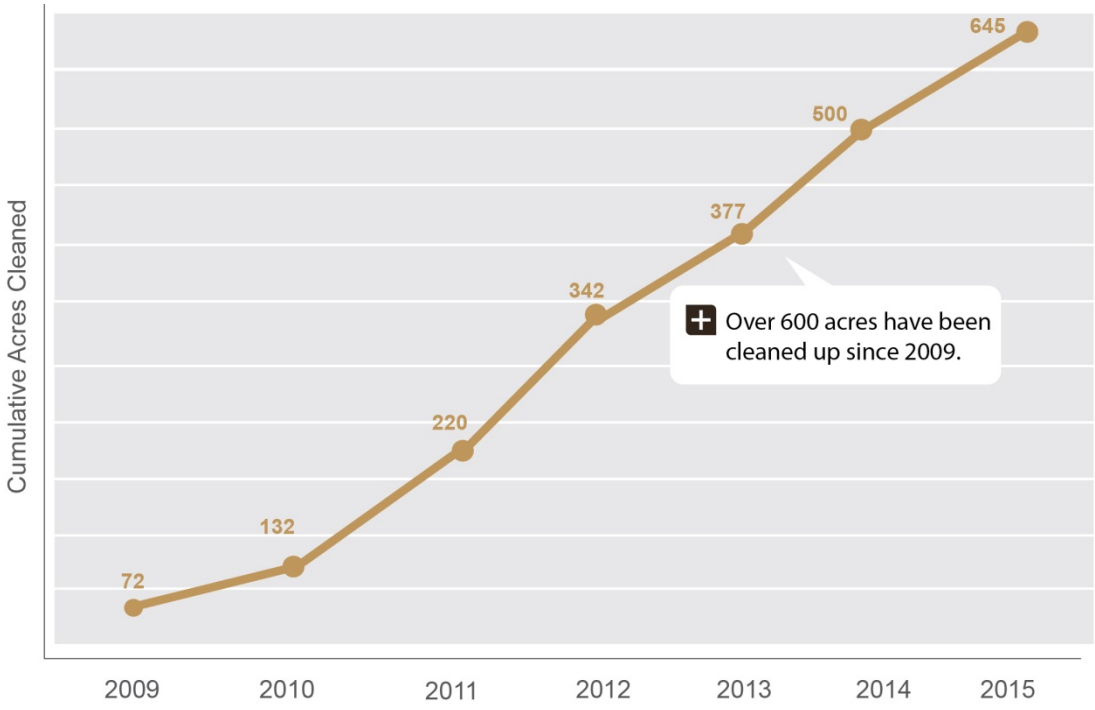


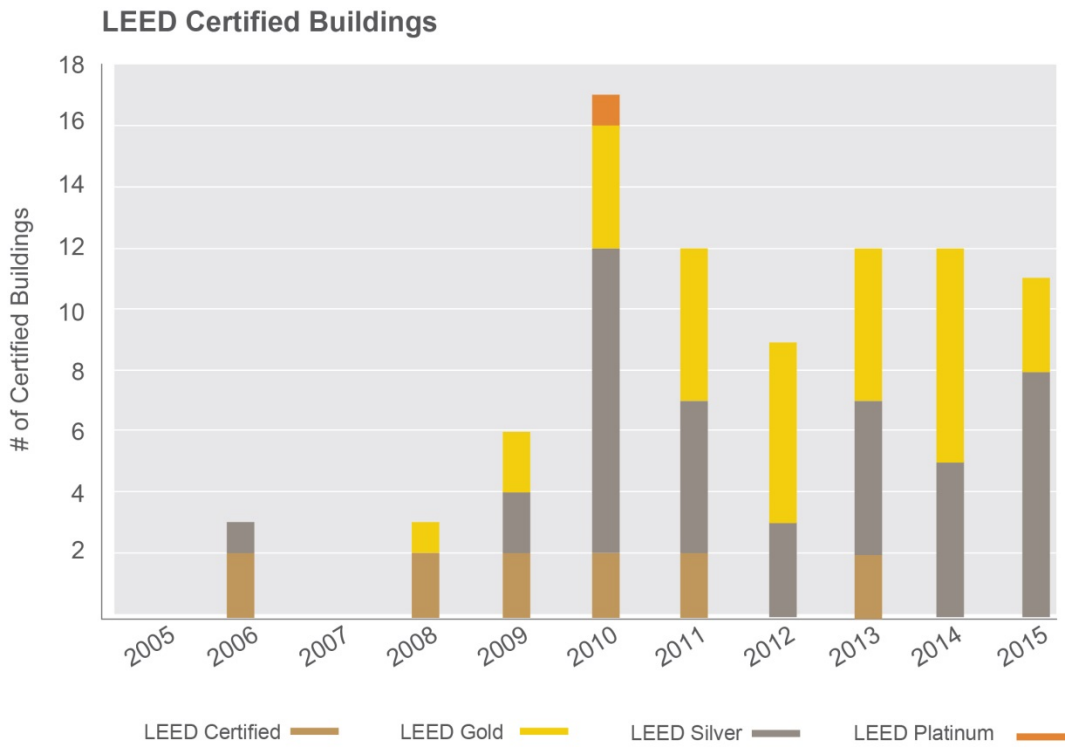
Summit Participants by Sector 2010-2015

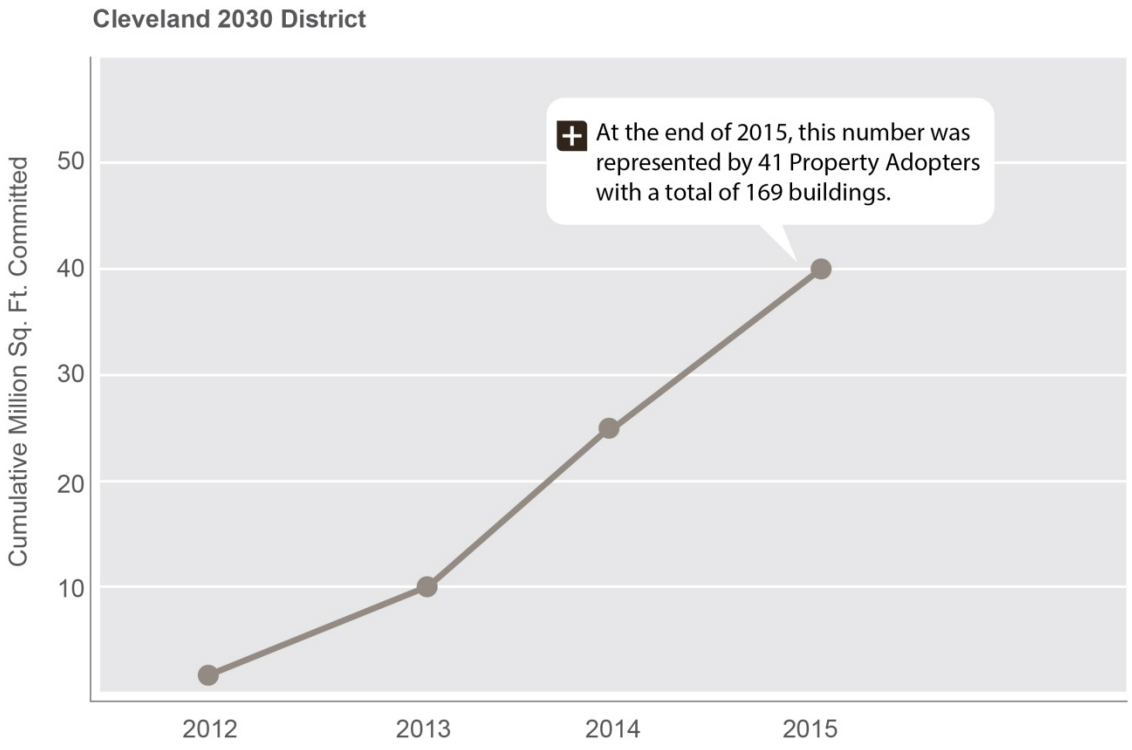
BUILT

Blights to Assets

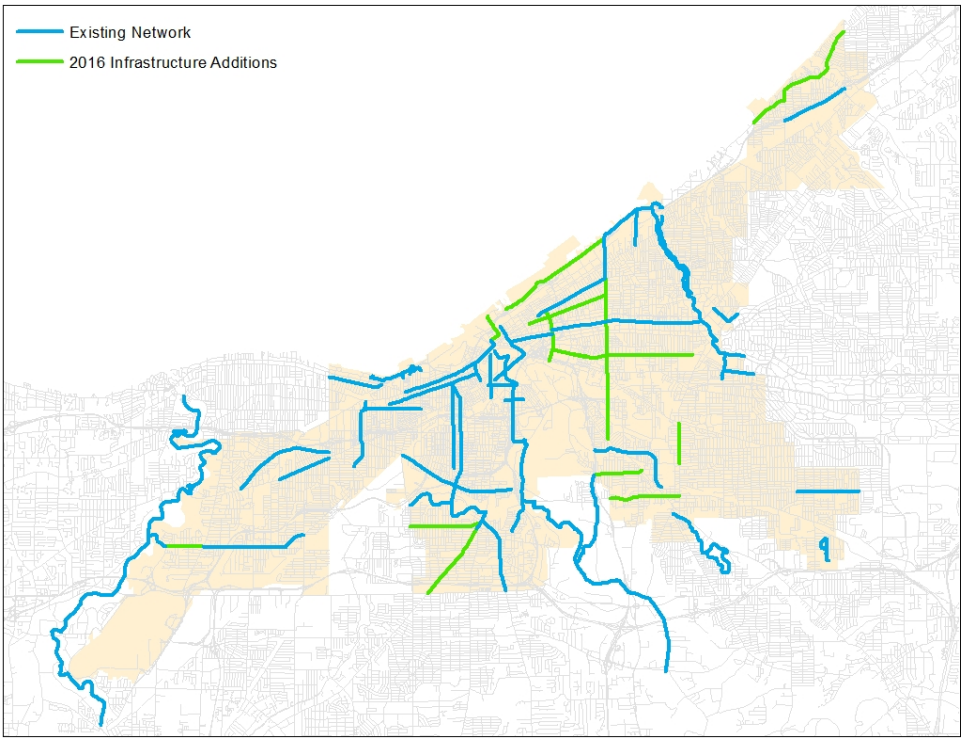




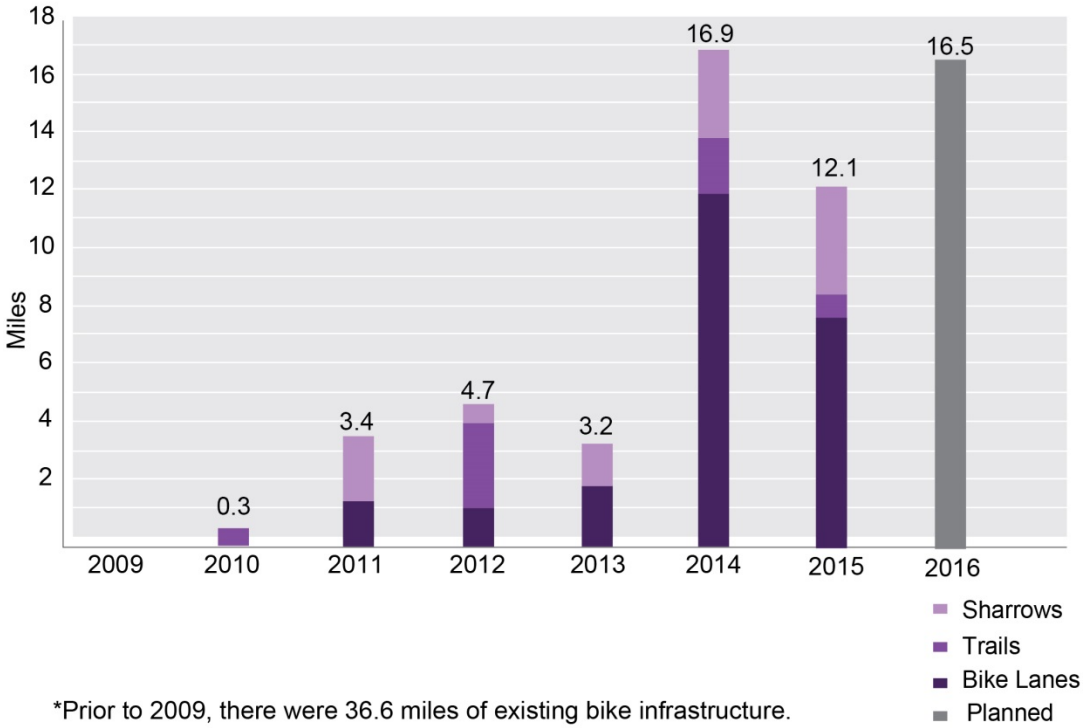

LEED Certified Buildings
# of Certified Buildings
18
16
14
12
10
8
6
4
2
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
LEED Certified
LEED Gold
LEED Silver
LEED Platinum


Cleveland 2030 District
Cumulative Million Sq. Ft. Committed
50
40
30
20
10
2012
2013
2014
2015
At the end of 2015, this number was represented by 41 Property Adopters with a total of 169 buildings.

Bike Infrastructure



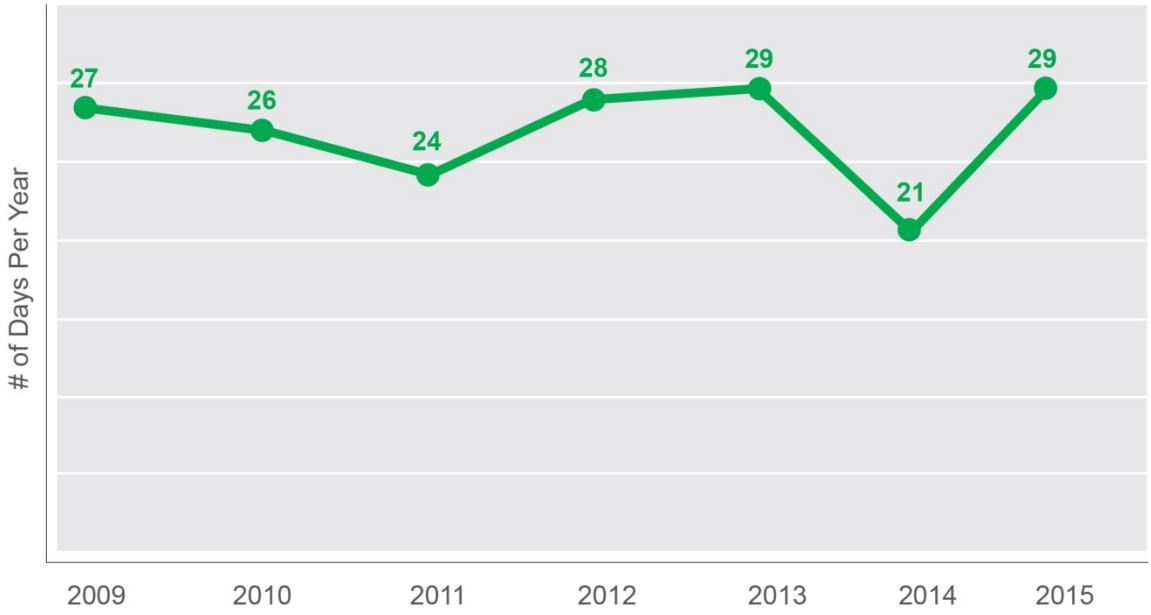
Increasing Bicycle Infrastructure in Cleveland

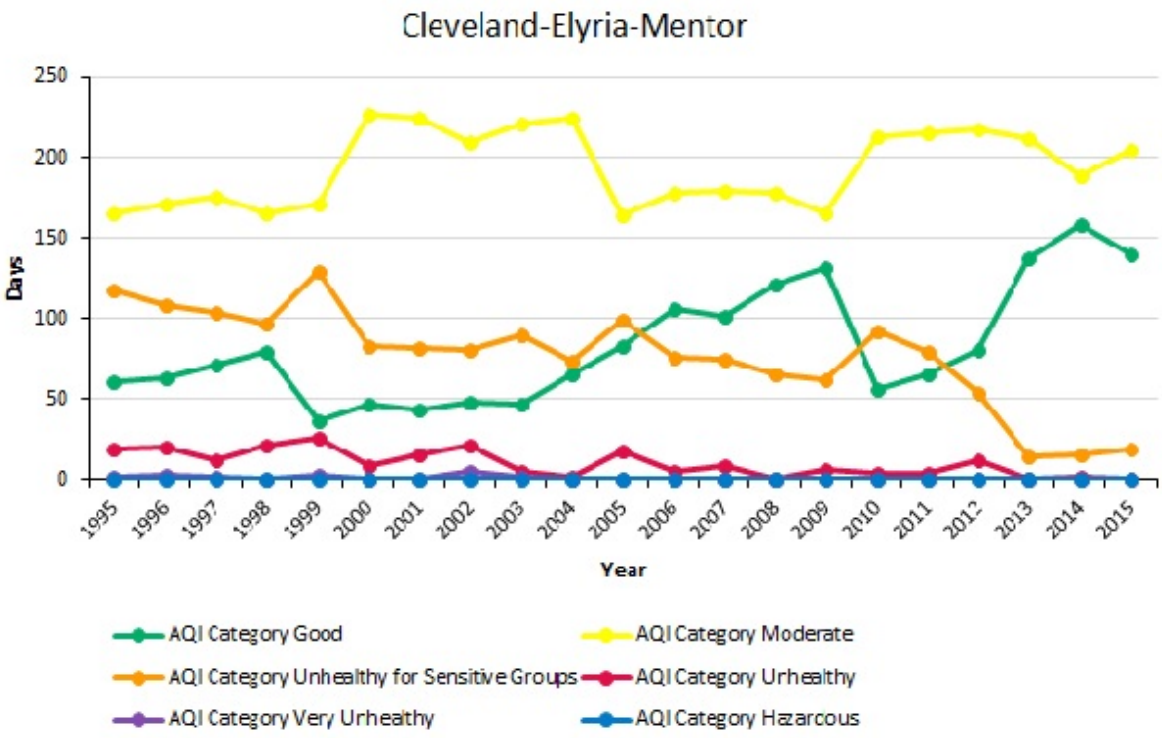


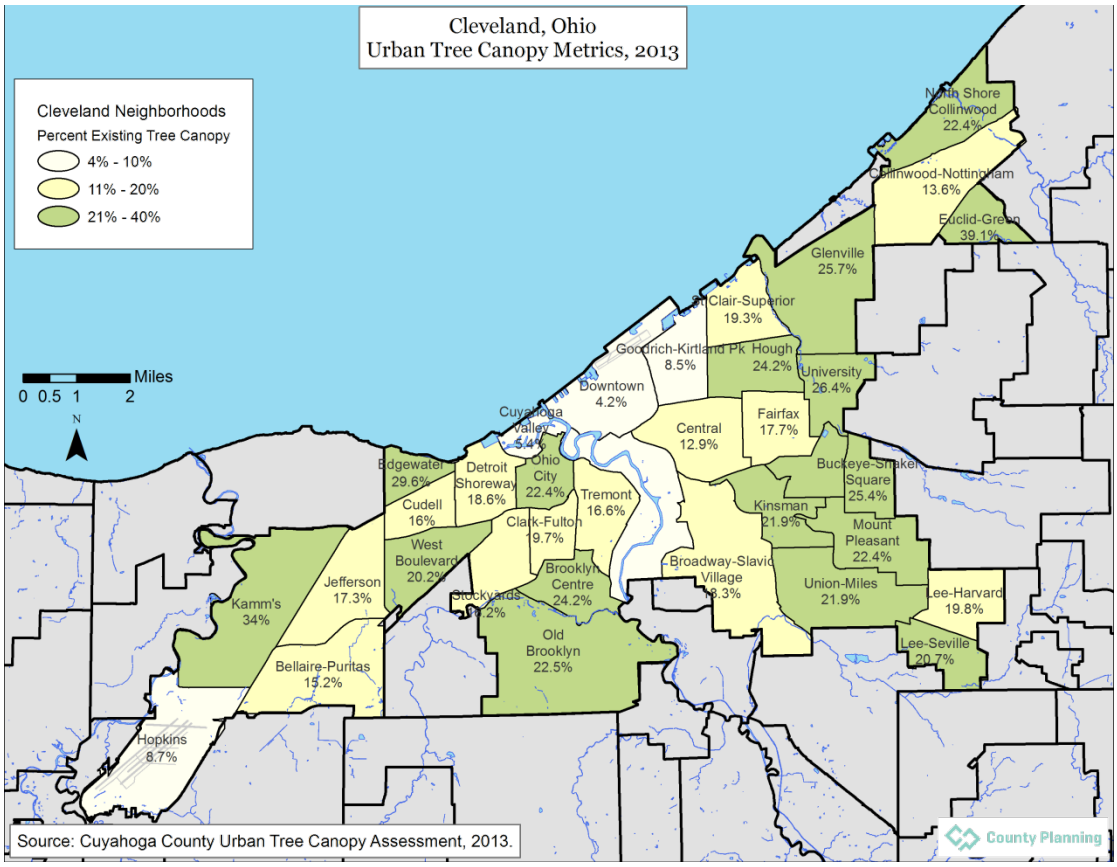
*Prior to 2009, there were 36.6 miles of existing bike infrastructure.

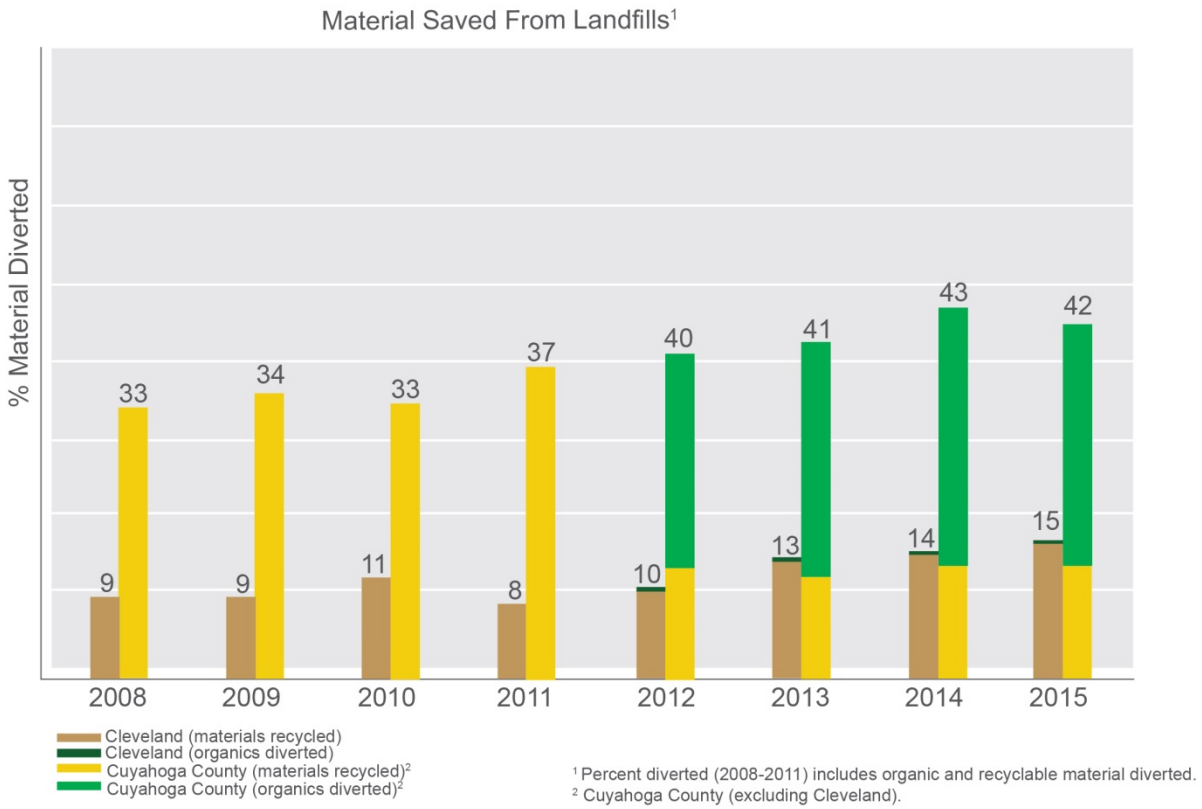
NATURAL

Beach Closings






Cleveland, Ohio
Urban Tree Canopy Metrics, 2013
Cleveland Neighborhoods
Percent Existing Tree Canopy
4% - 10%
11% - 20%
21% - 40%
Miles
0 0.5 1 2
N
North Shore Collinwood 22.4%
Collinwood-Nottingham 13.6%
Euclid-Green 39.1%
Glenville 25.7%
St Clair-Superior 19.3%
Goodrich-Kirtland Pk 8.5%
Hough 24.2%
University 26.4%
Downtown 4.2%
Cuyahoga Valley 5.4%
Central 12.9%
Fairfax 17.7%
Ohio City 22.4%
Detroit Shoreway 18.6%
Cudell 16%
Tremont 16.6%
Buckeye-Shaker Square 25.4%
Kinsman 21.9%
Clark-Fulton 19.7%
Mount Pleasant 22.4%
West Boulevard 20.2%
Brooklyn Centre 24.2%
Broadway-Slavic Village 8.3%
Union-Miles 21.9%
Jefferson 17.3%
Kamm's 34%
Lee-Harvard 19.8%
Old Brooklyn 22.5%
Lee-Seville 20.7%
Bellaire-Puritas 15.2%
Hopkins 8.7%
Source: Cuyahoga County Urban Tree Canopy Assessment, 2013.
County Planning


Material Saved From Landfills[1]
% Material Diverted
2008: 9, 33
2009: 9, 34
2010: 11, 33
2011: 8, 37
2012: 10, 40
2013: 13, 41
2014: 14, 43
2015: 15, 42
Cleveland (materials recycled)
Cleveland (organics diverted)
Cuyahoga County (materials recycled)[2]
Cuyahoga County (organics diverted)[2]
[1] Percent diverted (2008-2011) includes organic and recyclable material diverted.
[2] Cuyahoga County (excluding Cleveland).

More information at www.SustainableCleveland.org

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