



# EcoCity CLEVELAND

DESIGNING CITIES IN BALANCE WITH NATURE

\$4

*Double Issue*

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Editor: David Beach

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## Good words

We are convinced that sustainable human life on this globe cannot be achieved without sustainable local communities.

Local government is close to where environmental problems are perceived and closest to the citizens and shares responsibility with governments at all levels for the well-being of humankind and nature.

Therefore, cities and towns are key players in the process of changing lifestyles, production, consumption and spatial patterns.

— Charter of European Cities and Towns  
Towards Sustainability

It is possible that the next Buddha will not take the form of an individual.

The next Buddha may take the form of a community;  
a community practicing understanding and loving kindness,  
a community practicing mindful living.

This may be  
the most important thing we can do  
for the survival of the Earth.

—Thich Nhat Hanh

# WHAT CITIES CAN DO



**Cleveland can be a green city on a Great Lake, a city of the Water Belt instead of the Rust Belt.**

Across the country and around the world, innovative cities are assuming responsibility for becoming more sustainable. As the City of Cleveland elects a new mayor, it's time to consider what Cleveland should do.

See pages 4-19

***We're nominated again  
for the Utne Reader Alternative Press Awards!  
See page 3***

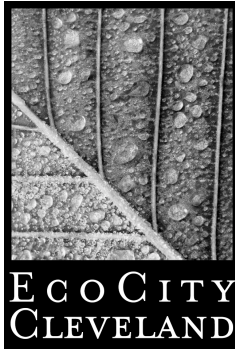
# Second thoughts

As countless commentators have been saying, our world has changed since September 11. The terrorist attacks have made everyone rethink basic habits and practices. And while it seems obscene to look for silver linings in all this, it's possible that some of the changes can have a positive, long-term effect on America by making our fragile society less vulnerable to disruption.

For example, one of the best outcomes would be a new energy policy that emphasizes conservation and clean, renewable solar energy. Such a transformation would make us more secure by reducing dependence on oil from the Middle East, improving our trade balance, and cutting pollution and emissions of greenhouse gases.

Another positive outcome would be an expansion of passenger rail transportation (see our March/April 2001 issue for stories about a rail vision for the Midwest). As *The Plain Dealer* said in a September 16 editorial, "For years, government panels have recommended the development of high-speed rail systems to link cities only a few hundred miles apart, both to ease airport congestion created by short-hop routes and to develop a dependable transportation alternative. Given the impetus of a national air travel shutdown and its impacts on the economy, it's time to get serious about high-speed rail."

In these and many other ways, a more sustainable society would also be more resilient and adaptable.



## EcoCity services

Behind the scenes, EcoCity Cleveland is expanding the ways it supports the broad movement of organizations working for cities and regions that are in greater balance with nature. In recent months, we became the fiscal agent of the Cleveland Green Building Coalition, and we continue to handle financial matters for the Sustainable Communities Symposium 2000 (SCS 2000) planning group. Such services leverage resources of other organizations by allowing them to focus on their programs rather than on the overhead of running a nonprofit organization. In return, we extend our impact by facilitating like-minded organizations, and we diversify our funding base with management fees.

## Many thanks

Thanks to the George Gund Foundation, the Cleveland Foundation, and the State of Ohio Office of Energy Efficiency for recent grants to support the Cleveland Green Building Coalition. And thanks to U.S. EPA for a grant for SCS 2000.

For our own work, we thank the Sears-Swetland Family Foundation for a recent operating grant and the Jean T. Lambert Foundation for a grant to map open space opportunities in the historic Western Reserve of Northeast Ohio.

Special thanks to Helen Wagner for a tax refund donation in recognition of Diane Mather, a volunteer for Performers and Artists for Nuclear Disarmament (PAND) and other groups. A contribution to EcoCity Cleveland is a great use of the recent income tax refund!

And thanks to the architecture and design firm of Schmidt Copeland Parker Stevens for helping us scan slides for digital presentations.

— David Beach  
Editor



## Mission

EcoCity Cleveland is a nonprofit, tax-exempt, educational organization.

Through the publication of the *EcoCity Cleveland Journal* and other programs, it will stimulate ecological thinking about the Northeast Ohio region (Cuyahoga Bioregion), nurture an EcoCity Network among local groups working on urban and environmental issues, and promote sustainable ways to meet basic human needs for food, shelter, productive work and stable communities.

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# Regreening an urban county

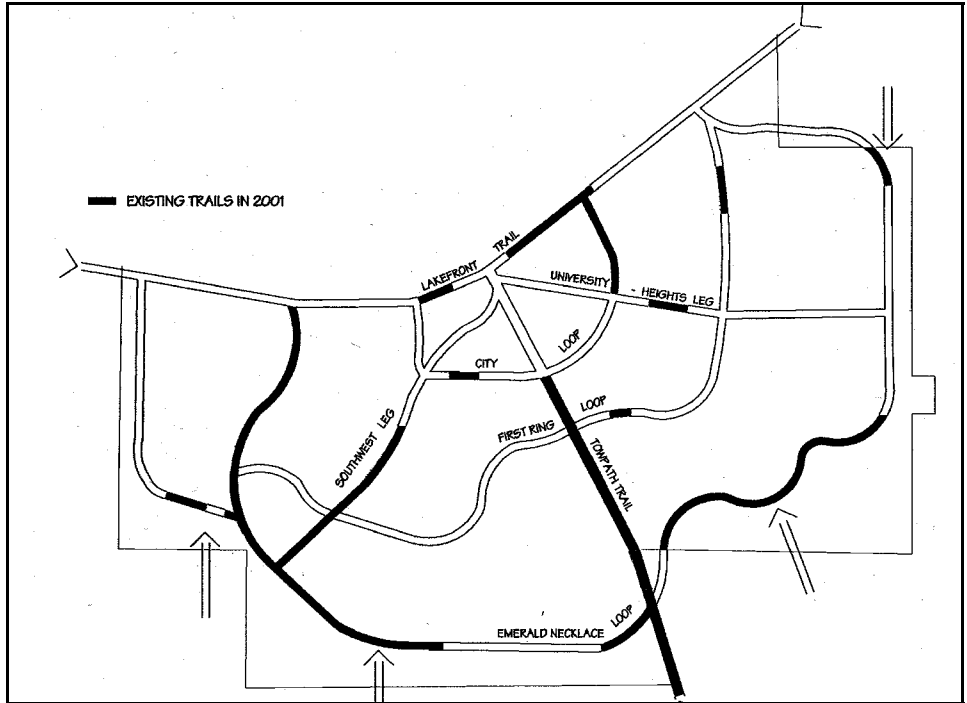
*Cuyahoga County is at an important point in its history. The county needs to establish a vision of the role which nature must have in the life of our community, and a plan to accomplish that vision — to advance the county's quality of life, regional competitiveness, image, economic benefits, green infrastructure, and community interconnectedness.*

— Greenspace Plan,  
Cuyahoga County Planning Commission

Over the past two years, the Cuyahoga County Planning Commission has been developing an ambitious greenspace plan for the county — a “Greenprint” that seeks to redefine Ohio’s most urban county as a place where natural places are protected and restored, accessible, and part of daily life.

The plan, which will be released later this year, aims to:

- Build off of the county's unique geography and natural history.
- Emphasize the environmental, community, and economic importance of greenspace.
- Inspire decision makers to make greenspace a priority.
- Promote the connection of neighborhoods to greenspace and the county's natural resources.
- Encourage the "regreening" of the more urban portions of the county to make



**Trail concept: The Cuyahoga County greenspace plan would put a trail within a few miles of every county resident.**

them more desirable places to live.


Currently, there are 26,000 acres of parkland within Cuyahoga County (8.8 percent of the county land area) and approximately 115 miles of trails. The greenspace plan proposes protection of approximately another 20,000 acres of land

and the creation of 330 miles of additional trails.

The new trail system would put every county resident within a couple of miles of a trail for hiking and biking. The system would build off of the central north-south spine of the Ohio & Erie Canal Towpath Trail and the east-west spine of the Lakefront Bikeway. Linking to these spines would be three loops — a City Loop connecting parks developed in the 1890s (Rockefeller, Luke Easter, Garfield, West Boulevard), a First Ring Suburb Loop following creeks (Euclid, Mill, West, Abram), and an Emerald Necklace Loop completing the Cleveland Metroparks trails around the county. In addition, there would be a University-Heights Leg and a Southwest Leg (see map).

It's estimated that new trails would cost about \$250,000 a mile to construct. So the 330 miles would cost \$82.5 million, or about one-quarter of the cost of a football stadium (a relatively modest civic investment considering the potential impact of such an amenity).

For more information, call the planning commission at 216-443-3700 or see <http://planning.co.cuyahoga.oh.us/green/index.htm>. □



## One of the best...again!

We are proud to announce that our *EcoCity Cleveland* journal has been nominated for an *Utne Reader* Alternative Press Award. This is the third time we have received this amazing honor.

*Utne Reader* magazine is the nation's leading digest of the alternative media. It covers emerging cultural ideas and trends, principally by reprinting the best articles from over 2,000 alternative media sources. Thus, its editors are among the most insightful observers of the alternative press.

Beginning in 1989, the *Utne Reader* Alternative Press Awards have recognized excellence in alternative and independent publishing. *Utne Reader's* editors select nominee publications through their extensive reading process and careful examination, rather than a competition requiring entry forms and fees. In this way, *Utne Reader* honors the efforts of small, sometimes unnoticed publications that provide innovative, thought-provoking perspectives often ignored by mass media.

**You can vote for us!**

Starting November 1, the *Utne Reader* Web site at [www.utne.com/apa](http://www.utne.com/apa) will conduct an Online Readers' Choice Poll. You can go there and vote for your favorite environmental journal from Cleveland.

# Making Cleveland a green city

*Increasingly, the fate of the planet depends on the future of cities. Cities are where most people live, where most resources and energy are consumed, and where most wastes are produced. To avert further destruction of the earth's life-support systems, cities must be transformed into places where people can live healthier lives while reducing their ecological impacts.*

*Across the country and around the world, innovative cities are assuming responsibility for becoming more sustainable. As the City of Cleveland elects a new mayor, it's time to consider what Cleveland should do.*

Few elected officials can have more impact than a big city mayor. As the chief executive of a municipal corporation, a mayor can mobilize thousands of employees and huge budgets. By bringing citizens together around a shared vision, a mayor can inspire civic energy and a sense of community. By being receptive to new ideas, he or she can turn a city into a laboratory of innovation. By reaching out beyond the boundaries of the city, he or she can provide leadership for an entire metropolitan area.

In November, Cleveland voters will elect a new mayor to succeed Michael R. White, who has run the city for the past 12 years. It's a time of reflection for the city. It's a time to remember how far Cleveland has come since the dark, Rust Belt days of the '70s and '80s. And it's a time to consider the many challenges that remain — reviving an urban school district, stemming the loss of manufacturing jobs while creating a setting for high-tech companies

## Why not an Office of Sustainability?

To send a clear signal that Cleveland is committed to becoming a more sustainable city, the new mayor of Cleveland should create an Office of Sustainability and/or hire an Urban Sustainability Advisor. The staff would develop new sustainability initiatives, coordinate activities across departmental lines, and work to infuse the concepts of sustainability into everything the city does.

of the future, dealing with the social problems of concentrated poverty, and competing for resources and investment as a smaller political player in a complex region.

In this issue of our journal, we offer some ideas for the new mayor. Our Cleveland agenda includes a plea for regional leadership and city programs to promote environmental quality (pages 4-7), an agenda from the city's community development organizations (pages 8-9), and ideas from innovative cities throughout the United States and Europe (pages 10-19).

Throughout the recommendations, we stress the importance of environmental progress — making the city more livable and creating a more inviting setting for sustainable economic development.

## Responsibility to be green

It's not only in the city's interest to become greener, it is the city's responsibility. Around the world, there's a growing recognition that cities are responsible for their "ecological footprints" — their impacts around the globe on ecosystems and societies from wherever they draw food, materials, energy or other resources. International declarations on sustainability, from Agenda 21 (the document of the Rio Earth Summit of 1992) to the Habitat Agenda (the document of the second United Nations Conference on Human Settlements held in Istanbul in 1997), all point to the key role of cities.

The role of Cleveland is to become a green city on a Great Lake — a city of the Water Belt, not the Rust Belt. The transformation will be exciting and will require everyone's participation and creativity. The hope is that cities like Cleveland can become human habitats that offer a high quality of life without diminishing the prospects of the rest of the planet.



**Green power potential:** Cleveland Public Power should emulate municipal utilities in other cities and help residents conserve energy and purchase electricity from clean, renewable sources.

## The EcoCity agenda for Cleveland

To move Cleveland ahead as an ecological city, the next mayor will have to address many new issues. The following list emphasizes a regional context for planning, the importance of high quality urban design, and programs that make it easier for residents to reduce their environmental impacts.

**Air quality:** The Bureau of Air Pollution Control needs help to become a tough and fair enforcer of air pollution laws. In addition, the new mayor can help lead regional efforts to reduce vehicle emissions, the largest source of some air pollutants. As a matter of environmental justice, the city should work to reduce the disproportionate pollution impacts on communities of low-income and minority residents.

**Climate change:** The city should join other cities that are committed to reductions in greenhouse gas emissions.

**Diversity:** Natural ecosystems with lots

of species diversity tend to be more resilient than monocultures. Similarly, cities characterized by diversity, tolerance, and openness to new ideas will be more successful.

**Energy:** Other cities are committing to purchasing power from clean, renewable sources. Cleveland Public Power should have a strong role in promoting alternative energy, as well as helping customers conserve energy. The city can also promote the local, small-scale generation of power from wind turbines, solar cells, and fuel cells.

**Green building:** The city can adopt green building codes that promote the construction of buildings that consume less energy, produce less waste materials, and have healthier indoor environments. The next mayor can insist that city buildings incorporate green building techniques, and he or she can encourage the Cleveland Public Schools to use green building techniques in its \$835 million rebuilding and renovation program.

**Greenspace:** The new mayor should champion the greening of Cleveland, with new greenways, better parks, and restoration of degraded natural areas in the city. The Cuyahoga County Planning Commission's greenspace plan offers many good ideas.

**Infrastructure:** The city needs a better management system for the preservation and maintenance of public works infrastructure. This should lead to the creation of an annual five-year capital improvement program.

**Leadership:** The new mayor should be a cheerleader for ideas and initiatives that will help reposition Cleveland as a green city. And the mayor should reach out to a new generation of community leaders who have the fresh ideas to make this happen.

**Neighborhood character:** The emphasis should be on promoting redevelopment of the city that is truly urban in character (compact, walkable neighborhoods with a relatively dense mix of housing and commerce) and that offers an alternative to suburban sprawl. To make higher-density neighborhoods livable, amenities such as parks and public buildings need to be wonderful places that are part of the everyday lives of residents.

**Public health:** Cleveland's public health department needs upgrading if it is to deal with serious issues like childhood lead poisoning, asthma, and air pollution. The city also can do more to partner with groups around the Great Lakes who are trying to reduce health risks from toxic chemicals, such as pesticides, that interfere

with reproductive, neurological and immune systems.

**Regionalism:** The next mayor must be able to work collaboratively in complex regional environment. Many of the biggest issues facing the city can only be addressed at the regional scale with many partners.

**Smart growth policy:** The new mayor should work with other mayors across Ohio to promote smart growth policies at the state and federal levels — policies that redirect public investments to support the redevelopment of existing cities and towns. One priority should be funding for a land assembly strategy that focuses on creating large parcels for industrial/commercial development, primarily on existing brownfields.

**Sustainable jobs:** The city should work with local business groups, universities and nonprofit organizations (such as the Cleveland Industrial Retention Initiative and the Westside Industrial Retention and Expansion Network) to promote innovative companies that help people save energy, reduce waste, and prevent pollution. Cleveland can be part of a broader effort in the Great Lakes region to become a center of environmental technology.

**Transportation choices:** The city should work with the Greater Cleveland RTA and other partners to coordinate land use planning with transportation investments. The goal should be the creation of mixed-use neighborhoods where transit, biking, and walking are real options. This needs to be supported by street designs and traffic engineering that reduce the domination of the automobile.

**Water quality:** Cleveland should celebrate its location on the Great Lakes and loudly support efforts to improve water quality — legislatively and in local practices, such as programs to reduce stormwater pollution. The city also can continue working closely with the regional sewer district to reduce combined sewer overflows that contaminate Lake Erie beaches with bacterial pollution.

**Waterfront:** Every effort should be made to increase public access (both the quantity and quality of access) to the lakefront, riverfront and urban creeks. Dike 14, the dredge disposal facility at the foot of Martin Luther King Boulevard, presents a special opportunity to create a great new lakefront park and natural area. Burke Lakefront Airport also should be studied as a possible park location. □



**Walkable streets with a mix of housing, shopping, and workplaces contribute to great neighborhoods.**

## The fate of the planet depends on cities

Green and sustainable cities present fundamental opportunities to apply both new technologies (such as public transit, district heating, and green building and design) and bring about major lifestyle changes (such as walking, bicycling, and reductions in consumption). Indeed, it seems that cities hold the greatest hope for achieving a more sustainable future for our planet. Any effective agenda for confronting global climate change, biodiversity loss, and a host of other environmental challenges must necessarily include cities as a key, indeed *the* key, element...

American cities, [however], reflect wasteful use of land and resources, with few reflecting any real sense of ecological limits or environmental constraints. In American cities and metropolitan areas, the amount of land consumed by urban growth and development far exceeds the rate of population growth. The impacts are clear: loss of sensitive habitat, destruction of productive farmland and forestlands, and high economic and infrastructure costs. The low-density auto-dependent American landscape makes more sustainable living—such as walking, bicycling, or public transport—difficult. American cities consequently have high carbon dioxide emissions, produce large amounts of waste, and draw in large amounts of energy and resources.

— Timothy Beatley,  
*Green Urbanism*

# To the new Cleveland mayor:

Dear Mayor \_\_\_\_\_:

As you begin your work, I urge you to think about Cleveland's place in the larger metropolitan region and how innovative environmental programs can lead the city into the 21<sup>st</sup> Century.

Regarding the region, consider this paradox: You can be a great mayor of Cleveland but still fail to improve quality of life in the city. That is because many of the most important forces affecting the city, such as the economy and housing market, are regional in scope. You may do an effective job managing city services, but all your hard work can be undermined by regional development trends — the outmigration of tax base and middle-class households that relentlessly drains wealth and resources from the city.

As mayor of Cleveland, you cannot counter these forces alone. You must reach out beyond the city's boundaries and collaborate with mayors of older communities throughout the metropolitan area and the rest of the state. The shared goal should be to change state policies that now favor new growth at the edges of metropolitan areas while neglecting the redevelopment of older communities.

The State of Maryland, for example, has enacted "smart growth" programs that require state investments supporting development — whether for transportation, water and sewer infrastructure, or economic development grants and loans — to be made in existing cities and towns. Developers may still be able to build out in the countryside, but they will not receive state aid. Instead, Maryland has chosen to support job growth in town centers, walkable city streets, the rehabilitation of existing schools, and the preservation of rural lands.

This is the way to create a higher quality of life for the majority of residents of the state. And, by reducing urban sprawl, this is the way to reduce the long-term costs to taxpayers.

You can help lead the movement for smart growth in Ohio. Other elected officials, such as the leaders of the inner-ring suburbs in the First Suburbs Consortium of Northeast Ohio, are already advancing the issue and would welcome your participation. With you and other big city mayors on board, a new redevelopment agenda can be created in Ohio. Without such changes, Cleveland will continue to struggle as the poorhouse of a region divided by economic and social disparities.

While Cleveland can't succeed alone as one player in a complex metropolitan region, there are many things the city can do by itself to improve its chances. Of course, you must deliver on the basics — improved public schools, safe streets, a streamlined city hall bureaucracy that promotes sound development. But you should also consider ways that Cleveland can shed its tired, Rust Belt image and join the ranks of innovative cities that are moving ahead aggressively into the 21<sup>st</sup> Century.

This means a greater focus on the environment and the

quality of place. Cleveland should become an ecological city on a Great Lake. Instead of the Rust Belt, we should think of ourselves as being in the Water Belt.

What changes would be required? Consider the recent initiatives from these leading cities:

**Portland:** Already recognized for its promotion of compact development around transit, Portland, OR, has created an Office of Sustainable Development to help residents and businesses conserve energy; reduce global warming and solid waste; develop clean, renewable power; and build healthier, resource-efficient buildings. The Portland transportation department coordinates programs that develop traffic calming, bicycling, and pedestrian facilities.

**Chicago:** As part of efforts to become the nation's center for green technology and manufacturing, Chicago has committed to buy at least 20 percent of the electricity it uses for everything from public buildings to elevated trains from renewable sources like wind and solar power. It also has installed a rooftop garden on city hall as part of "green roof" program to provide natural cooling in the urban area.

**Austin:** The city's Green Building Program is a national leader in promoting environmental building practices, rating buildings that feature these practices, and thus creating more demand from the public because these buildings are perceived as more attractive products for people to buy.

These cities are promoting technologies and practices that are environmentally responsible, while supporting new industries and jobs. They gain an economic edge, as well as the positive marketing benefits of environmental concern.

The focus on environmental quality is also helping these cities create the kinds of places that attract an educated workforce, which provides an additional competitive edge. They are investing in bike trails and greenways, providing access to lakes and rivers, protecting historic neighborhoods, and creating streets that work as pedestrian-friendly public spaces.

Such amenities — access to nature and vibrant neighborhood settings — are not just for young knowledge workers. They are democratic amenities that improve the daily quality of life of all city residents.

If Cleveland can become a more environmentally friendly city, while working collaboratively for balanced development across the region, it will increase its prospects of being a healthy, prosperous city in the coming years. One or two big projects won't turn the city around. It will take many efforts accumulating over time, neighborhood by neighborhood, street by street, household by household.

Sincerely,

David Beach  
EcoCity Cleveland

If Cleveland can become a more environmentally friendly city, while working collaboratively for balanced development across the region, it will increase its prospects of being a healthy, prosperous city in the coming years.

# Creating a 21<sup>st</sup> Century sense of place

*To succeed and prosper in the coming century, Cleveland needs to create a sense of place by refining its habits of design and stewardship. The following suggestions for the future come from Steven Litt, the Plain Dealer's art and architecture critic. They are excerpted from the address Litt made at the Cleveland Restoration Society's Annual Community Luncheon on November 21, 2000.*

I think that as more and more of us live and work in the virtual reality of the computer screen, the real places around us will become more and more important. Cities will survive because they are the richest environments human beings have created. But the cities that thrive will be the ones that offer the most beautiful streets, the most vibrant educational climate, the best restaurants, the most attractive parks and waterfronts, the most sophisticated cultural institutions, and the best recreational opportunities. In short, they will be the best places.

So how does Cleveland position itself to take advantage of the new digital age? I think by being as smart as possible about community design. We've done a good job over the past decade with civic design. Perhaps not as good as we might have done, but good. So where do we go from here? A smart agenda for the future would be one in which we repair and rediscover landscapes damaged by the industrial revolution. This includes, of course, the Cuyahoga Valley. But it also includes dozens of smaller watercourses and ravines throughout the region.

We have to stop filling in our valleys and altering terrain. We have to impose generous setbacks around rivers and streams so natural ecosystems in these vital areas will be healthy and strong. We have to set aside additional park space, through projects such as the new Cuyahoga County Green Space Initiative. We have to improve the quality

of our air and water, not just because these are smart things to do in and of themselves, but because they make economic sense. If we don't take care of our environment, talented people who might be interested in living and working here will simply choose another more desirable place to live.

The same sense of stewardship must be applied to historical heritage. That's why the work of the Cleveland Restoration Society is so important. If the every historic building in the city begins to resemble the shattered hulk of the Walker and Weeks office building on Carnegie Avenue, we are in deep, deep trouble. Conversely, if we treat whole neighborhoods the way we have treated the Terminal Tower and the Federal Reserve building, people will flock here to see the beauty we have preserved and celebrated.

As we build anew, we have to strive for the very best design we can get. If that means occasionally hiring distinguished architects from other cities or other countries, so be it. A truly global city is open to ideas from everywhere. How vigorous is our debate on designing the future? Are we doing a good enough job envisioning the future? No. We can do better. Some examples:

On the lakefront, we need a broad, regional discussion, across municipal boundaries, about reshaping the shoreline. We really ought to examine thoroughly whether Burke Lakefront Airport should remain, and whether the Port of Cleveland truly needs as much lakefront land as it claims.

And if we're going to expand the museum district around the Rock Hall with more attractions, we ought to do it in a way that's totally original and unique to Cleveland, not with a design that imitates another city. Why don't we have an international competition among the greatest architects in the world to redesign our lakefront? □

Excerpted from Monograph II (Summer 2001) published by the Cleveland Restoration Society, one of the country's largest and most effective private historic preservation organizations. For more information about the society, call 216-426-1000 or see [www.clevelandrestoration.org](http://www.clevelandrestoration.org).



**Lakefront as highway: Why don't we have an international design competition to redesign our lakefront?**

# The neighborhood platform

*For the first time in their history, community development corporations — long on the forefront of Cleveland neighborhood planning and development, with a shared vision of a strong and vibrant city — have joined together in identifying priority areas and specific action steps for Cleveland's new mayor during this pivotal time in the City's history. The ideas represented in this Neighborhood Platform were developed by the Cleveland Neighborhood Development Corporation (CNDC) in partnership with its 47 member community development organizations, which represent all 36 of the City's neighborhoods.*

*The Neighborhood Platform is a blueprint for linking community development, economic development and neighborhood revitalization in a balanced strategy to continue the investment, progress and momentum achieved over the past decade. The collaborating organizations, in developing their neighborhood platform, have taken this election opportunity to look ahead, re-examine Cleveland's strengths, implement lessons learned and prepare for the challenges that lie before us.*

*This platform of neighborhood priorities is endorsed by the Enterprise Foundation, Local Initiatives Support Corporation and Neighborhood Progress, Inc. For more information, call CNDC at 216-928-8100 or see [www.cndc2.org](http://www.cndc2.org).*



**Partnerships for redevelopment: Convenient, walkable, neighborhood business districts like Shaker Square can give the city a competitive advantage.**

## **A summary of priorities and action steps for a new administration**

We support **increasing public investment** for residential, retail/commercial and industrial development projects, and improving the environment to **stimulate private investment** in Cleveland's neighborhoods.

- Create and implement a dedicated annual Neighborhood Trust Fund of at least \$10 million to preserve and increase the number of affordable housing units, develop market-rate

housing, retain and attract industry, and generate retail/commercial developments in Cleveland's neighborhoods.

- Establish a separate Department of Building and Housing with up-to-date technology, more staff and training and a streamlined, customer-friendly permit process, to increase the City's capacity to maintain housing stock and increase construction.
- Advocate for the development of four neighborhood Business Improvement Districts and the creation of four new Neighborhood Main Street Districts to provide residents with competitive retail/commercial services.
- Protect neighborhoods from highway development and traffic infrastructure projects, using strategies such as traffic calming, noise buffers, and reduced speed through neighborhood retail districts.
- Convene civic and corporate leaders to develop a long-term regional economic development strategy and ensure the needs of neighborhood residents are incorporated.
- Streamline the process for economic development loan and grant programs.
- Strengthen industrial retention and

## **Traffic mitigation**

As communities have become more and more aware of the impacts of traffic on their daily lives, there has been a growing interest in traffic-calming measures. Residents want to make their neighborhoods safer, and more child-friendly. They are looking at adjusting traffic patterns as a tool to increase the viability of their retail districts. They're improving local mobility by providing safe routes for bicycles and pedestrians. They are examining ways to mitigate the negative effects of traffic noise, speed and pollution. Furthermore, they are actively participating in large-scale infrastructure projects to ensure the livability of the neighborhoods is maintained through the construction process.

It is recommended that the City take a leadership role in the development and implementation of formal policies and procedures to support neighborhood efforts to reduce the impact of traffic on the residents.

— from the *Neighborhood Platform*



expansion efforts by increasing financial support for the Cleveland Industrial Retention Initiative by 25 percent to provide jobs and economic opportunities for Cleveland's residents.

- Invest in creative home repair programs such as the Cleveland Fix-Up Fund, especially for seniors and lower-income homeowners.
- Protect Cleveland residents from falling victim to unscrupulous predatory lenders and buyers; implement the *2001 Flipping Taskforce* recommendations and provide a mechanism for processing predatory lending complaints.

We support enhancing the **quality of education** for our children and grandchildren and the quality of **City services**.

- Guarantee public accountability for expenditure of school bond revenues; create a process to involve neighboring residents and keep them fully informed.
- Increase the capital improvement budget by investigating innovative new funding sources, such as State issues 1 and 2, housing revenue bonds, etc., to upgrade infrastructure in our



**Brownfield challenges: Increase city support for industrial redevelopment.**

We believe it is important to have a Mayor who encourages public-private partnerships and who thinks strategically about bringing together key city, county and regional leaders. This approach is necessary because of the impact Cleveland's neighborhoods have on the vitality of our region.

neighborhoods.

- Increase police visibility and improve response time in neighborhoods with basic patrols and community policing programs.

We support expansion of **parks, recreation centers, greenspace and public art** to improve the quality of life for all Cleveland residents.

- Increase the number of playgrounds in Cleveland's neighborhoods and increase recreational opportunities for Clevelanders of all ages, and in doing so, involve residents in the planning.
- Create new parks in City neighborhoods, starting by lifting the 20-year moratorium on such activity.

and open spaces on additional lakefront and riverfront properties.

- Connect neighborhoods and regional parks through a dedicated off-road trail network anchored by the Towpath Trail and Lakefront Bikeway.

We support **increasing the role of community development corporations (CDCs)** in neighborhood development projects to add expertise, resources and community perspective.

- Increase CDC operating grant programs by 50 percent, to \$3.5 million in 2002.
- Involve CDCs in developing Community Reinvestment Act agreements with banks to strengthen private investment in neighborhood revitalization.

We support increased use of **technology and greater accessibility to City Hall**, to benefit citizens, businesses and CDC's.

- Implement improved technology at City Hall (voice mail, e-mail, an interactive web-site and more sophisticated data management systems) to increase efficiency, effectiveness and communication.
- Create a Mayor's Office on Community Technology and appoint a committee of corporate, educational and community leaders to collaborate on enhancing Clevelanders' access to and ability to use technology, with increased support for community computer centers.



## **Parks, open space, and recreation**

The neighborhoods in Cleveland with the highest property values are those communities with ready access to the lakefront, riverfront, vibrant community parks and other areas enhanced by nature. The day-to-day quality of life, which is a direct result of these amenities, is enabling these communities to attract and retain residents with the financial means to live elsewhere.

As reinforced by 2000 Census results, quality of life enhancements can no longer be viewed as non-essential. In fact, such civic investments are being increasingly shown to directly translate into economic development benefits. Community development practitioners throughout the country – and especially those from cities such as Chicago and New York – have demonstrated that investment in parks, gardens, school playgrounds, boulevards, and other greening and beautification amenities yield tangible payoffs in improved property values, a stable or increasing residency base, improved school test scores and greatly heightened civic pride.

According to *Inside City Park* published last year by the Trust for Public Land and the Urban Land Institute, Cleveland's parks of all types (city-owned, State and Cleveland Metroparks) accounted for 5.9 percent of the city's total land area. This compared very unfavorably to the 11 percent of total land area devoted to parks, on average, among other mid-sized cities surveyed (or 21<sup>st</sup> of 25 cities).

Cleveland also ranked last among the mid-sized cities in terms of the number of acres of parks per 1,000 residents, offering less than half as many park acres/per 1000 residents as such cities as Detroit, Minneapolis, Pittsburgh, Seattle, St. Louis, Cincinnati, and Portland. By comparison, Cleveland offers just 5.8 acres/per 1,000 residents versus a 13-acre average/per 1,000 residents among all mid-sized cities surveyed.

— from the *Neighborhood Platform*

# Kent's goals for sustainability

*Of all the communities in Northeast Ohio, the City of Kent may have developed the most detailed and interesting plan for local sustainability. The following goals statement was adopted by the city council in April 1999 after a great deal of citizen involvement.*

To advance the public policy goal of creating and maintaining a sustainable environment in the City of Kent, the Environmental Commission presents the following goals as a guide to developing future public policies in several areas and to evaluating the success of those policies as time passes. If the city is to move toward sustainable development, then sensitivity to those concepts should become a part of the daily decision making process, a part of the way in which public officials at all levels approach their work.

How to monitor success is an important part of this document. We list goals, strategies for attaining them and indicators to evaluate progress. We suggest that an annual "sustainability assessment" be incorporated into the City's planning processes, to establish benchmarks and the degree to which goals are achieved.

We recognize that Kent is a geographically small community that is heavily influenced by events outside its borders. It is part of the Cleveland/Akron metropolitan region and is affected by all that affects the larger community. Achieving these goals, then, will depend in part on how external events impact the city. Yet where choices can be made, where the city has at least partial control of its destiny, its decisions should be guided by reference to whether or not particular choices will advance or retard sustainability.

These goals themselves should not be set in stone. They should be reviewed periodically, both to measure the extent to which they have been attained, and to modify them to reflect changing societal circumstances.

A sustainable development plan requires the balance of four different areas – the Economy, the Environment, Planning and Resources, and Society and Culture. Perhaps most important is a healthy economy, as without that necessary piece, progress toward other goals will likely be difficult.

The four goal areas are presented



**The Cuyahoga River flowing through Kent: Sustainability means taking care of water and natural ecosystems upon which all life depends.**

alphabetically. Within each area the individual goals are unnumbered, to reflect that they are not listed in priority order.

## Goals for the economy

No community can sustain itself unless it is able to provide employment and income for its residents, and generate tax revenues sufficient to provide an appropriate level of public services. It should also develop in ways that maintain the value of the existing built environment and preserve those aspects of the community valued by residents. It is important that new development complement existing community resources, and that it provide benefits that exceed its costs. It is important that Kent have a continuously evolving definition of sustainable economic development, and that its public policies encourage desirable development and discourage that which is not desirable.

■ **Support and sustain a viable central business district (CBD)** — **Action plan:** Develop incentives that encourage continued investment in the Central Business District (CBD). Review zoning and building regulations to make changes beneficial to the CBD. **Indicators:** Inventory the number of building renovations, new constructions, the occupancy of buildings, and the access to businesses in the CBD; review zoning and building regulations to make changes beneficial to the CBD.

■ **Support and sustain office, retail**

**and industrial nodes outside of the CBD** — **Action plan:** Identify appropriate locations, provide zoning, planning and infrastructure; develop incentives that will encourage desired forms of development; review zoning and building regulations and make changes that will accommodate business without negatively affecting nearby noncommercial uses. **Indicators:** Inventory the number of building renovations, new constructions, occupancy of buildings, and the access to business outside the CBD.

■ **Protect and utilize the historical character of the City** — **Action plan:** Identify significant historic structures and districts and have them officially recognized as such; encourage adaptive reuses that will not compromise their historic value; review and revise building and zoning codes to assure protection of historic sites. **Indicators:** Monitor the condition and uses of historic sites, districts and buildings.

■ **Develop Kent as a high technology research and manufacturing area** — **Action plan:** Define "high technology" in ways appropriate to this community; create and implement a program to encourage high technology research and manufacturing in cooperation with KSU and other organizations. **Indicators:** Number of new and existing companies located in Kent and the number employed in high technology industries.

- **Support and sustain existing local businesses** — **Action plan:** Create a business retention program that may include economic incentives for redevelopment and expansion; encourage local ownership; support the manufacture and sale of local goods and provide other assistance as needed. **Indicators:** Inventory businesses annually, determine current ownership, and assess expansion or contraction in cooperation with other public and private entities.

- **Encourage economic growth, development and redevelopment in the community that sustains or improves upon the quality of life; encourage mutually beneficial cooperative endeavors with other political subdivisions** — **Action plan:** Assess new and existing businesses for impact on the quality of life; encourage and retain businesses that either produce recycled/reusable products or are considered to be less-polluting and more environmentally-friendly; resolve conflicts between residents and businesses as appropriate. **Indicators:** Number of businesses that meet minimum criteria (to be established) of sustaining or improving the quality of life.

- **Utilize tax abatement judiciously, to attract businesses with “high quality” jobs that are likely to remain in the area and contribute to economic health after abatement expires** — **Action plan:** Review tax abatement policy and performance standards to include a measurement of community reinvestment (jobs, wages, and income tax generation), a standard to measure the quality of jobs created, retention after the tax-abated period and a formula to ensure that new businesses do not have an unfair advantage over existing businesses. **Indicators:** Success or failure of tax-abated companies in meeting performance standards; monitor impact of tax-abatement on fiscal health of school system.

- **Sustain an adequate and fair standard of living for all citizens** — **Action plan:** Encourage alternative economic strategies, which allow the unemployed and underemployed to contribute their talents and services to the community; support programs that improve the skills and work attitude of the labor force; ensure accessibility to employment for all. **Indicators:** Unemployment rate and the proportion of jobs above the poverty level; create a plan for high quality job creation/retention.

## Goals for the environment

All life is part of and dependent upon our

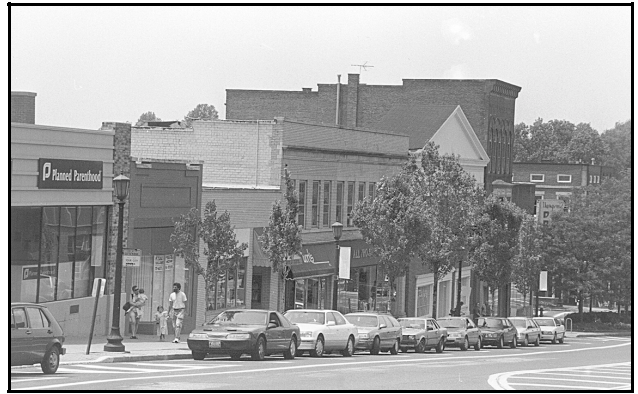
physical environment. As modern industrial culture has created a wealth of goods that enhance our lives, how we manufacture, use, and dispose of those products has become of critical importance. As a community, we will have opportunities to make choices that will determine the extent to which processes used will minimize ecological disturbance and maximize the likelihood that the industrial culture that has served us well will survive into the indefinite future. The goals that follow are based on the assumption that conservation is an appropriate and conservative approach.

- **Establish and continue to promote and expand programs designed to reduce, reuse and/or recycle waste materials and to dispose of hazardous wastes properly** — **Action plan:** Increase the amount of waste diverted from landfill disposal through recycling and composting; create and maintain proper hazardous waste disposal facilities; educate the public regarding alternatives to household and industrial products, as they are available, that result in hazardous waste creation. **Indicators:** Quantity of waste diverted from a landfill as a percentage of total waste generated; quantity of hazardous waste collected that are reused and/or disposed of properly.

- **Encourage increased consumption of products made from recycled materials** — **Action plan:** Encourage additional purchase and use of recycled products by the City; encourage residents, businesses and other public agencies to purchase products made from recycled materials. **Indicators:** Proportional increase/decrease in substitution of recycled products for traditional products.

- **Improve and sustain the quality of the Cuyahoga River** — **Action plan:** Improve urban infrastructure to reduce inflow of pollutants; take necessary steps to assure continuous and adequate water flow through Kent and downstream communities; continue to resist attempts to reduce river flow in ways that would degrade the river. **Indicators:** The degree to which the City meets EPA quality standards. Monitor water ecosystem and flow.

- **Protect presently used and potentially useable aquifers and other water sources from degradation** — **Action plan:** Identify and protect water



**Downtown Kent: Promoting a central business district of prosperous businesses.**

sources; rehabilitate and mitigate the polluting affects of landfills and other problem sites that endanger water resources; monitor water consumption vs. availability and encourage water conservation and water reuse through education. **Indicators:** Number of productive and potentially productive water-source sites under wellhead protection and free of potential contamination.

- **Promote the use of less-polluting methods of transportation** — **Action plan:** Implement 1993 Intermodal Transportation Plan; encourage ridership on available public transportation; increase number of street miles served by public transportation and bike paths, and increase number of sidewalks safe for travel. **Indicators:** Number of people using public transit; miles of bike paths and bike lanes; percentage of streets served by safe sidewalks.

- **Encourage energy conservation** — **Action plan:** Promote lower consumption through use of alternative/ renewable energy sources and energy conservation; keep building code up to date; educate public in energy conservation. **Indicators:** Total energy consumption in the city; evaluate success of educational efforts.

- **Promote aesthetic integration of developed areas with the surrounding natural landscape; enhancement of the City's public spaces, parks and recreation facilities, river banks and streams and natural areas; improved accessibility for all citizens** — **Action plan:** Preserve and increase total acres of natural public land, gardens and parks; improve access and use of public parks and recreational facilities; increase the number of private and street trees; improve landscaping. **Indicators:** Assess the adequacy of parks, recreational facilities, and shade trees by applying appropriate professional standards.

## Goals for planning activities and resources

All communities are planned. What differs is who does the planning and what consequences result from the process used. Cities may take control of their future development, coordinating a number of processes to assure that the whole is at least equal to the sum of the parts. An alternative is to rely on the actions of individual land owners, each pursuing a particular set of interests, and developing their properties without coordination, with over-all land-use patterns constituting the sum total of those decisions. It is the Commission's contention that communities in which individual parts are integrated to the extent possible will sustain themselves more fully than those created by hit-and-miss processes.

### ■ Control and limit residential and commercial sprawl and encourage compact development patterns — Action plan:

Review and recommend zoning, planning and subdivision regulations to encourage cluster-type development and discourage sprawl; assure that all development furthers the objectives of existing planning goals as articulated in such documents as the zoning code, comprehensive development plan and transportation plan; apply general standards in zoning code to assure harmonious development.

**Indicators:** The extent to which approved projects meet or fail to meet the city's planning goals and objectives, and the number of projects that require variances from city codes.

■ **Advocate and encourage the redevelopment of aging structures and neighborhoods — Action plan:** Encourage redevelopment through incentive programs and enforcement of the External Maintenance Code. **Indicators:** Inventory of aged and/or dilapidated structures and neighborhoods; number of citations issued and number of buildings improved.

■ **Develop a balanced mix of decent, affordable and energy-efficient housing, including off-campus student housing — Action plan:** Establish targets and utilize zoning to produce appropriate mix of housing; review and improve enforcement of regulations regarding housing, noise and other nuisances, fire, zoning, and building codes. **Indicators:** Evaluate housing mix to ascertain degree to which mix approaches

targets.

■ **Discourage inappropriate development of farmlands, woodlands, and critical natural areas — Action plan:** Develop and plan for green spaces and linear greenways, riparian systems (river and stream banks), canals, wetlands, rail/trails, and scenic roadways and integrate with regional plans and construction; implement a Green Corridor plan.

**Indicators:** Acreage in each category and progress toward planning goals.

## Society and culture

The most important element in a city is its people. A sustainable community is also a stable community. It must have at its core a society of productive individuals and

families who are able to live in dignity. Hence the employment available, insofar as it can be influenced by public policy, should pay whatever society at a given time considers "a living wage." Those who cannot provide for themselves must be provided for at a level consistent with human health and dignity.

Communities that work toward social stability as part of environmental sustainability ought to reduce the extent of social dislocation and diminish the costs of dislocation.

■ **Increase citizen awareness of public laws and policies and encourage citizen participation — Action plan:** Promote community membership in local organizations, volunteerism, voting and other civic duties. **Indicators:** Proportion of citizens participating in volunteer organizations, city boards and commissions and other civic duties; voter registration and voter turnout.

■ **Increase neighborhood interaction, develop the "sense" of neighborhood and improve community relationships — Action plan:** Encourage neighborhood activities and organizations. **Indicators:** Number and success of active neighborhood groups.

■ **Reduce discrimination, harassment or assaults based upon racial, ethnic or other attributes typically associated with biased behavior — Action plan:** Encourage policies, behaviors and attitudes that reduce discriminatory practices and foster leadership that is representative of the diversity in the community. **Indicators:** Number of incidents and/or complaints.

Working to improve our economy, environment, planning resources, and society and culture in harmony with concepts of sustainability should result in the creation of a more stable, productive society.

■ **Enhance physical safety and a sense of a secure community for all members and encourage the prevention of violence — Action plan:** Decrease the number of pedestrian/vehicle accidents and other accidents, juvenile crimes, domestic violence incidents, hate crimes, property crimes and other acts of violence through education and the monitoring of environmental factors such as traffic patterns, pedestrian access and safety, reduction of societal pressures that lead to stress and violence, etc. **Indicators:** Number of reported crimes (by category); number of crimes per capita as compared to similar cities.

■ **Encourage community-based life-long learning for an enhanced quality of life — Action plan:** Increase the number of and participation in courses offered to the public through higher education, the Kent Schools, Kent Free Library and the Parks and Recreation Department for continued learning. **Indicators:** Number of programs, courses and participants.

■ **Increase and maintain community resources, which support basic human needs while encouraging self-sufficiency — Action plan:** Maintain and support social services and agencies through public and private funding. **Indicators:** Monitor degree of need and the ability of public and private agencies to meet that need; monitor number of clients served by public and private agencies, as well as their funding level and funding sources.

## Summary

Creating sustainable communities involves the active, informed participation of the local government and other institutions and of individual citizens. It requires forethought and intelligent planning for our collective future.

The goals enunciated here, if seriously pursued, should result in a richer community, and one that is more stable, than if sustainable development is ignored. Working to improve our economy, environment, planning resources, and society and culture in harmony with concepts of sustainability should result in a more effective deployment of public resources in the years ahead, and in the creation of a more stable, productive society. Attention to sustainable development now should result in fewer future dislocations and the heavy costs correcting those dislocations will demand; sustainable development in the present is an investment in the long-term health and welfare of our society. □



# Oberlin as global citizen

*This year the City of Oberlin, Ohio, adopted an impressive policy statement calling for the city to consider sustainability in all its actions. It recognizes that "Oberlin does not exist in isolation; it is part of a larger community of interests." Thus, it asserts that a city must assume responsibility for its impacts on communities and ecosystems locally and globally. Here are excerpts from the Oberlin policy.*

SECTION 1. Sustainability, as defined by the United Nations Commission of Environment and Development, "meets current needs without compromising the ability of future generations to meet their needs." The City of Oberlin is committed to promoting a sustainable future by accepting the responsibility to:

- Support a stable, diverse and equitable economy;
- Protect the quality of the air, water, land, and other natural resources;
- Conserve, where possible, and enhance ecosystems; and
- Minimize adverse human impacts on local, regional and worldwide ecosystems.

SECTION 2. Sustainability Principles: City elected officials and City staff will, to the best of their ability, uphold the following principles in carrying out their duties:

2.1 The concept of sustainability will guide City policy and actions. The City of Oberlin is committed to meeting its current needs without compromising the ability of future generations to meet their own needs. The City will endeavor to ensure that each of its policy decisions and programs are interconnected through the common bond of sustainability as expressed in these principles. The long-term impact of policy choices will be considered as we work to promote a sustainable legacy.

2.2 The City will lead by example. The City of Oberlin has an opportunity and responsibility to set an example for others by operating its facilities and services in a sustainable manner. The City is committed to evaluating its current practices and programs with respect to sustainability. The City is committed to developing strategies and seeking community partnerships for implementing sustainable practices.

2.3 The quality of the environment and the health of the economy are interdependent. A healthy

environment is integral to the long-term economic interest of the City. The City will encourage individuals, businesses, government, and community-based groups to consider the potential impacts of their activities within the context of this policy on sustainability.

a) The City will be responsive to the maintenance and protection of the visually appealing historic character of Oberlin while supporting public spaces that protect the natural environment.

b) The City will encourage the local production and use of goods and services.

c) The City will support minimizing the production and disposal of materials which degrade the quality of the atmosphere, the soil and water.

d) The City will promote and continue to maintain quality housing for all citizens (that is compatible with its infrastructure) and is sensitive to resource and energy efficiency.

e) The City will support land-use and transportation designs that support pedestrian or non-motorized modes of travel.

f) The City will promote energy efficiency and resource conservation.

g) As we protect the health of the environment and provide for the expansion of the local economy, we will ensure that inequitable burdens

are not placed on any one geographic area or socio-economic sector of our community.

2.4 Community participation is fundamental to successful implementation of sustainability policies and programs.

a) Citizen interaction is critical to community and to a sense of belonging.

b) The City will continue to facilitate citizen participation in the development of solutions to problems and to develop land use patterns that support the relationship among residential, agricultural, institutional, commercial, industrial and open space.

2.5 Local actions have regional, national and global implications. Oberlin does not exist in isolation; it is part of a larger community of interests. The City will support model environmental programs and innovative approaches to economic development that demonstrate our linkages to the regional, national and global communities and ecosystems.

The City will support model environmental programs and innovative approaches to economic development that demonstrate our linkages to the regional, national and global communities and ecosystems.

# Urban innovations

*At their best, cities can be laboratories of innovation and progress. Here are examples of innovative programs from cities in North America — examples that show the value of thinking holistically about environmental quality, economic development, and quality of life.*

## Austin

▪ **Nationally recognized green building program.** Nine years ago, the City of Austin recognized the direct local environmental impacts associated with residential building. This realization and the need to protect dwindling natural resources prompted the city to establish the Green Building Program, now regarded as a national leader in environmental building practices. The program now provides incentives and technical assistance programs for all residential, commercial, and multifamily building projects. The city is leading by example by requiring all new municipal buildings to meet green standards. For the private sector, the Green Building Program is transforming the local building market by providing education, marketing and monetary incentives to develop both the demand side (the buying public) as well as the supply side (building professionals). The program is primarily funded through the municipal electric utility (Hear that, Cleveland Public Power?) and supplemented by the water utility, environmental, and solid waste departments.

▪ **Renewable energy.** Austin Energy, the city's community-owned utility, not only helps to manage the Green Building Program but has also developed renewable energy sources for the city—including 59 local wind-turbines, four landfill methane gas recovery

projects and three solar energy sites providing over 153 kilowatts of energy.

### ▪ Watershed protection.

The city has a Watershed Protection department that works on flood control, water quality protection, erosion control, maintenance, regulation and master planning.

▪ **Sustainable communities.** The city's Sustainable Communities Initiative (SCI) was created in 1996 to incorporate economic prosperity, social justice, and ecological health into a program charged with protecting the long-term livability of Austin. SCI is a program within the city's Transportation, Planning, and Sustainability Department, and staff report to the city's sustainability officer. The staff has worked with bond election issues, led the Sustainable Energy Task Force, ran sustainability workshops for city staff, assessed sustainability of city departments, consulted with city staff in neighborhood planning, air quality and smart growth initiatives, worked with regional sustainability initiatives, and led green economic development efforts.

## Chattanooga

### ▪ City visioning.

Chattanooga was one of the first U.S. cities to use a citizen visioning process to set specific, long-range goals to enrich the lives of residents and visitors. The city boasts one of the most productive affordable housing programs in the nation, and it is notable for leveraging development funds through effective public/private partnerships, with significant civic involvement on the part of private foundations.

▪ **Urban greenway.** The city and county have developed an extensive greenway system, which includes five miles of constructed riverwalk beginning



**Portland: Integrating transportation, urban development, and street design to produce a livable city.**

downtown and meandering through the historic art district and several parks.

▪ **Transportation innovation.** The city uses and manufactures electric buses to provide passenger transportation throughout the downtown. The Advanced Vehicle Services (AVS) was founded to fulfill the transit authority's order for non-polluting downtown transportation.

## Chicago

▪ **Energy.** As part of its efforts to establish itself as a premier environmental city, Chicago has adopted a goal to get 20 percent of its energy from renewable sources within the next five years. This includes solar, wind, biomass, small hydropower, and tapping landfill gas.

▪ **Green amenities.** Chicago has planted thousands of trees, created more than 100 miles of bike paths, installed solar panels on city museums, and built a rooftop garden on City Hall.

▪ **Green roofs.** Chicago has passed legislation to reduce urban "heat island" effect by allowing only reflective roofs or living roofs covered with vegetation.

## New York

▪ **Green building.** The Mayor's Office of Construction, Office of Management and Budget, and the Department of Design and Construction have led a green building initiative for New York City. They have worked with a variety of academic and non-profit groups to create Environmentally Responsible Building Guidelines that use green building to add value to the city's many capital assets and add quality of life benefits for New Yorkers. The city has recently built several green municipal buildings and has invested in a hydrogen fuel cell to power a police station in Central Park. New York is also home to one of the world's leading green skyscrapers in Times Square.

## Portland

▪ **Regional planning.** Portland participates in a multi-county regional government called Metro, which has established an urban growth boundary around the metropolitan area to contain sprawl and has promoted growth along transit corridors within the growth boundary.

▪ **Office of Sustainable Development.** Based on

principles of sustainability adopted in 1994, the Office of Sustainable Development finds solutions to improve environment, economic and social health. The office also includes divisions focusing on energy, solid waste and recycling, and green building.

■ **Energy division.**

Conservation techniques have been used to cut the city government's energy bills by nearly \$1.4 million per year. In the last 10 years the division has weatherized 20,000 apartments and 2,000 low-income homes. Now it is promoting renewable resources, such as solar and wind power.

■ **Solid waste and recycling division.** Portland has been ranked first among U.S. metropolitan areas for recycling with a waste recovery rate of 53.6 percent.

■ **Green building division.**

The city has begun a G/Rated program, which includes a green building policy for city facilities and city-funded projects and numerous technical resources and information for building professionals and homeowners. The city also offers financial incentives for both residential and commercial green development.

■ **Transportation.** The city's Office of Transportation, Metro, and the Tri-Met transit agency have led the nation in linking transportation to land use and livability. Light rail transit, new trolley car lines downtown, a model transit mall, downtown free-ride zones, bicycle and pedestrian ways, 100 percent bike-accessible buses and rail, dedicated bus-ways, transit shelters with video monitors and next-bus information, and transit oriented development incentives have contributed to the national recognition of Portland as a leader in getting people out of cars.

## Sacramento

■ **Green municipal utilities.**

The Sacramento Municipal Utility District has long led the nation in conservation practices.

The district is currently a leader in solar generation with eight megawatts, support and investment in consumer conservation, programs to assist the installation of solar panels on the roofs of non-profits, and financial incentives for the installation of "cool roofs" to prevent urban heat island effect and reduce energy consumption.

## San Francisco

■ **Solar power.** The most ambitious solar energy project in the country is being pursued in San Francisco. In November, voters will vote on two bond issues that will determine whether the city will install 10 to 20 megawatts of solar panels on the sunniest municipal buildings, parking lots, and reservoirs and whether the city will be able to contract for an additional 50 megawatts of solar power (100 football fields worth) from photovoltaic panels on homes and businesses.

## Seattle

■ **Reducing global climate change.** The City of Seattle has shown support for the Kyoto Protocol by adopting the Kyoto goal of a seven-percent reduction in greenhouse gas emissions by 2010.

■ **Energy savings.** Seattle City Light, the city's public electric utility, has adopted a policy of zero net greenhouse gas emissions. City Light sold its share of a coal-fired steam plant and will fully mitigate emissions from its remaining fossil-fuel plant—600,000 metric tons of CO<sub>2</sub> each year. In addition, over the next decade, the utility will produce 100 average megawatts of power through energy efficiency and conservation and acquire another 100 average megawatts of non-hydro renewable energy.

■ **Neighborhood projects.** Seattle has developed the Neighborhood Power Project that helps communities save water and energy, promotes recycling and proper waste disposal, improves public safety, and provides city assistance for

the implementation of neighborhood plans. Each year a different neighborhood is targeted to receive everything from home and business energy audits to tree plantings and street parties.

■ **Transportation planning.**

Seattle's Strategic Planning department is a national model for transportation planning, with successes including a city-wide bike lane and path network and traffic calming through the installation of hundreds of traffic circles on neighborhood streets. The department has also done extensive advanced planning and transit-oriented development in preparation for light rail.

■ **Urban markets.** Seattle's Pike Place Public Market is the number-one tourist attraction in the state of Washington. The key to its success has been that it operates as a market for locals and thrives on its local personality. It is pedestrian-oriented, has limited parking, and is easily accessible by transit. Tourist marketing is prohibited, and it instead invests in educational classes and marketing to neighborhood residents.

## Toronto

■ **Reducing global climate change.** Toronto has pledged to reduce greenhouse gas emissions 20 percent by 2005, and it has established the Toronto Atmospheric Fund with an endowment of \$23 million from the sale of city property. The fund makes loans and grants to community groups, government organizations, and businesses for projects that reduce emissions—green building, bike trails, recovered landfill gas, renewable energy in Toronto parks, and efforts to mitigate urban heat island effect.

■ **City environmental effort.** The Toronto Environmental Plan is a comprehensive document containing 66 recommendations on land, air, water, governance, sustainability, energy, transportation, green economic development, education and monitoring.

The plan was produced by an Environmental Task Force made up of city councilpersons, city staff, and representatives from environmental agencies, business, labor, school boards, universities and schools.

■ **Reducing waste.** Toronto has banned cardboard, fine paper, clean wood, concrete, rubble, scrap metal and drywall from its landfill.

■ **Wind energy.** Toronto is building three utility-scale wind turbines along the shore of Lake Ontario. The turbines will be the first to be built in a North American downtown setting. They will generate about 1,400 megawatt-hours of electricity per year (equivalent to the power used by about 250 homes).

## Vancouver

■ **Green building.** Vancouver's Standing Committee on Planning and Environment unanimously approved funding for the development of LEED-BC (Leadership in Energy and Environmental Design, British Columbia). This is being done in collaboration with the province of British Columbia's regional Green Building Program. The adoption of the LEED green building standards in the city will shape plans to create a model sustainable community and park at a former industrial site in the heart of the city. □

— Compiled by Manda Gillespie

## Civilizing Paris

In an attempt to "civilize" the city, Paris is closing roads to cars and building extra wide lanes for buses and bicycles. City officials hope the changes will reduce air and noise pollution. Pollution is blamed for 1,000 extra deaths in the city each year, and the campaign against cars is being portrayed as a public health issue.

"To fight against the hegemony of the car is thus a duty," says Paris mayor Bertrand Delanoë.

# European cities commit to building a sustainable future

Around the world, progressive cities are becoming leading actors in the movement for sustainability. Especially in Europe, citizens are creating a new vision of what cities should do to become more livable, economically successful, and environmentally responsible. Indeed, it's amazing to see the range of issues — from local biological diversity to responsibility for global warming — that European cities are addressing. It's also interesting to hear their conviction that the city is the right scale at which to solve many of the world's most serious problems.

The following excerpt from the Aalborg Charter summarizes the aspirations of many European cities. It was approved by participants at the 1994 European Conference on Sustainable Cities and Towns in Aalborg, Denmark. More than 120 European cities, towns, and counties have now signed the charter and thereby joined the European Sustainable Cities and Towns Campaign.

## The Aalborg Charter: Charter of European cities and towns towards sustainability

We, European cities and towns, signatories of this Charter, state that in the course of history, our towns have existed within and outlasted empires, nation states, and regimes and have survived as centers of social life, carriers of our economies, and guardians of culture, heritage and tradition. Along with families and neighborhoods, towns have been the basic elements of our societies and states. Towns have been the centers of industry, craft, trade, education and government.

We understand that our present urban lifestyle, in particular our patterns of division of labor and functions, land-use, transport, industrial production, agriculture, consumption, and leisure activities, and hence our standard of living, make us essentially responsible for many environmental problems humankind is facing. This is particularly relevant as 80 percent of Europe's population live in urban areas.



**Priority for bikes: Attended bike parking is free and convenient in Halmstad, Sweden. To further encourage a bike- and pedestrian-friendly environment, cars are banned from the city center.**

Photo by Ryan McKenzie

We have learned that present levels of resource consumption in the industrialized countries cannot be achieved by all people currently living, much less by future generations, without destroying natural capital.

We are convinced that sustainable human life on this globe cannot be achieved without sustainable local communities. Local government is close to where environmental problems are perceived and closest to the citizens and shares responsibility with governments at all levels for the well being of humankind and nature. Therefore, cities and towns are key players in the process of changing lifestyles, production, consumption and spatial patterns.

### The notion and principles of sustainability

We, cities and towns, understand that the idea of sustainable development helps us to base our standard of living on the carrying capacity of nature. We seek to achieve social justice, sustainable economies, and environmental sustainability. Social justice will necessarily have to be based on

economic sustainability and equity, which require environmental sustainability.

Environmental sustainability means maintaining natural capital. It demands from us that the rate at which we consume renewable material, water, and energy resources does not exceed the rate at which the natural systems can replenish them, and that the rate at which we consume non-renewable resources does not exceed the rate at which sustainable renewable resources are replaced. Environmental sustainability also means that the rate of emitted pollutants does not exceed the capacity of the air, water, and soil to absorb and process them.

Furthermore, environmental sustainability entails the maintenance of biodiversity; human health; as well as air, water, and soil qualities at standards sufficient to sustain human life and well being, as well as animal and plant life, for all time.

### Local strategies towards sustainability

We are convinced that the city or town is both the largest unit capable of initially



addressing the many urban architectural, social, economic, political, natural resource, and environmental imbalances damaging our modern world and the smallest scale at which problems can be meaningfully resolved in an integrated, holistic and sustainable fashion. As each city is different, we have to find our individual ways towards sustainability. We shall integrate the principles of sustainability in all our policies and make the respective strengths of our cities and towns the basis of locally appropriate strategies.

### **Sustainability as a creative, local, balance-seeking process**

We, cities and towns, recognize that sustainability is neither a vision nor an unchanging state, but a creative, local, balance-seeking process extending into all areas of local decision-making. It provides ongoing feedback in the management of the town or city on which activities are driving the urban ecosystem towards balance and which are driving it away. By building the management of a city around the information collected through such a process, the city is understood to work as an organic whole and the effects of all significant activities are made manifest. Through such a process the city and its citizens may make informed choices. Through a management process rooted in sustainability, decisions may be made which not only represent the interests of current stakeholders, but also of future generations.

### **Resolving problems by negotiating outwards**

We, cities and towns, recognize that a town or city cannot permit itself to export problems into the larger environment or to the future. Therefore, any problems or imbalances within the city are either brought towards balance at their own level or absorbed by some larger entity at the regional or national level. This is the principle of resolving problems by negotiating outwards. The implementation of this principle will give each city or town great freedom to define the nature of its activities.

### **Urban economy towards sustainability**

We, cities and towns, understand that the limiting factor for economic development of our cities and towns has become natural capital, such as atmosphere, soil, water and forests. We must therefore invest in this capital. In order of priority this requires:

1) Investments in conserving the

remaining natural capital, such as groundwater stocks, soil, habitats for rare species;

2) Encouraging the growth of natural capital by reducing our level of current exploitation, such as of non-renewable energy;

3) Investments to relieve pressure on natural capital stocks by expanding cultivated natural capital, such as parks for inner-city recreation to relieve pressure on natural forests; and

4) Increasing the end-use efficiency of products, such as energy-efficient buildings, environmentally friendly urban transport.

### **Social equity for urban sustainability**

We, cities and towns, are aware that the poor are most affected by environmental problems (such as noise and air pollution from traffic, lack of amenities, unhealthy housing, lack of open space) and are least able to solve them. Inequitable distribution of wealth both causes unsustainable behavior and makes it harder to change. We intend to integrate people's basic social needs as well as healthcare, employment and housing programs with environmental protection. We wish to learn from initial experiences of sustainable lifestyles, so that we can work towards improving the quality of citizens' lifestyles rather than simply maximizing consumption.

We will try to create jobs that contribute to the sustainability of the community and thereby reduce unemployment. When seeking to attract or create jobs we will assess the effects of any business opportunity in terms of sustainability in order to encourage the creation of long-term jobs and long-life products in accordance with the principles of sustainability.

### **Sustainable land use patterns**

We, cities and towns, recognize the importance of effective land-use and development planning policies by our local authorities which embrace the strategic environmental assessment of all plans. We should take advantage of the scope for providing efficient public transport and energy which higher densities offer, while maintaining the human scale of development. In both undertaking urban renewal programs in inner urban areas and in planning new suburbs we seek a mix of functions so as to reduce the need for mobility. Notions of equitable regional interdependency should enable us to



**Everybody rides: Bikes are a mainstream form of transportation in Copenhagen, Denmark. Double-decker bike racks are needed.**

Photo by Ryan McKenzie

balance the flows between city and countryside and prevent cities from merely exploiting the resources of surrounding areas.

### **Sustainable urban mobility patterns**

We, cities and towns, shall strive to improve accessibility and sustain social welfare and urban lifestyles with less transport. We know that it is imperative for a sustainable city to reduce enforced mobility and stop promoting and supporting the unnecessary use of motorized vehicles. We shall give priority to ecologically sound means of transport (in particular walking, cycling, public transport) and make a combination of these means the center of our planning efforts. Motorized individual means of urban transport ought to have the subsidiary function of facilitating access to local services and maintaining the economic activity of the city.

### **Responsibility for the global climate**

We, cities and towns, understand that the significant risks posed by global warming to the natural and built environments and to future human generations require a

response sufficient to stabilize and then to reduce emissions of greenhouse gases into the atmosphere as soon as possible. It is equally important to protect global biomass resources, such as forests and phytoplankton, which play an essential role in the earth's carbon cycle. The abatement of fossil fuel emissions will require policies and initiatives based on a thorough understanding of the alternatives and of the urban environment as an energy system. The only sustainable alternatives are renewable energy sources.

### **Prevention of ecosystems toxification**

We, cities and towns, are aware that more and more toxic and harmful substances are released into the air, water, soil, food, and are thereby becoming a growing threat to human health and ecosystems. We will undertake every effort to see that further pollution is stopped and prevented at the source.

### **Local self-governance as a pre-condition**

We, cities and towns, are confident that we have the strength, the knowledge, and the creative potential to develop sustainable ways of living and to design and manage our cities towards sustainability. As democratically elected representatives of our local communities we are ready to take responsibility for the task of reorganizing our cities and towns for sustainability. The extent to which cities and towns are able to rise to this challenge depends upon their being given rights to local self-governance, according to the principle of subsidiarity. It is essential that sufficient powers are left at the local level and that local authorities are given a solid financial base.

### **European Union's 10 key elements for sustainable human settlements**

- Resource budgeting
- Energy conservation and efficiency
- Renewable energy technology
- Long-lasting built structures
- Proximity between home and work
- Efficient public transport systems
- Waste reduction and recycling
- Organic waste composting
- A circular city metabolism
- A supply of staple foods from local sources



**People places: Squares and plazas in Europe, such as this one in Nafplio, Greece, exclude cars so that they act as the community's outdoor living room. In contrast, Cleveland's Public Square is a hostile crossroads for traffic.**

### **Citizens as key actors and the involvement of the community**

We, cities and towns pledge to meet the mandate given by Agenda 21, the key document approved at the Earth Summit in Rio de Janeiro, to work with all sectors of our communities — citizens, businesses, interest groups — when developing our Local Agenda 21 plans. We recognize the call in the European Union's Fifth Environmental Action Program "Towards Sustainability" for the responsibility for the implementation of the program to be shared among all sectors of the community. Therefore, we will base our work on cooperation between all actors involved. We shall ensure that all citizens and interested groups have access to information and are able to participate in local decision-making processes. We will seek opportunities for education and training for sustainability, not only for the general population, but also for both elected representatives and officials in local government.

### **Instruments and tools for urban management towards sustainability**

We, cities and towns, pledge to use the political and technical instruments and tools available for an ecosystem approach to urban management. We shall take advantage of a wide range of instruments including those for collecting and processing environmental data; environmental planning; regulatory, economic, and communication instruments such as directives, taxes and fees; and

mechanisms for awareness raising including public participation. We seek to establish new environmental budgeting systems that allow for the management of our natural resources as economically as our artificial resource, "money."

We know that we must base our policy-making and controlling efforts, in particular our environmental monitoring, auditing, impact assessment, accounting, balancing and reporting systems, on different types of indicators, including those of urban environmental quality, urban flows, urban patterns, and, most importantly, indicators of an urban systems sustainability.

We recognize that a whole range of policies and activities yielding positive ecological consequences have already been successfully applied in many cities throughout Europe. However, while these instruments are valuable tools for reducing the pace and pressure of unsustainability, they do not in and of themselves reverse society's unsustainable direction. Still, with this strong existing ecological base, the cities are in an excellent position to take the threshold step of integrating these policies and activities into the governance process for managing local urban economies through a comprehensive sustainability process. In this process we are called on to develop our own strategies, try them out in practice and share our experiences. □

For more information about the "Charter of European Cities and Towns Towards Sustainability" (The Aalborg Charter), see the Web site of the International Council for Local Environmental Initiatives at [www.iclei.org/europe/echarter.htm](http://www.iclei.org/europe/echarter.htm).

# The Hannover Call

*Another interesting example of the language of urban sustainability from Europe is the Hannover Call from the Third European Conference on Sustainable Cities and Towns. The following is an excerpt.*

We, 250 municipal leaders from 36 European countries and neighboring regions, have convened at the Hannover Conference 2000 (the Third European Conference on Sustainable Cities and Towns) from 9-12 February 2000 to take stock of our progress towards making our cities and towns sustainable and to agree on a direction of our efforts at the turn of the 21<sup>st</sup> Century.

## City leadership

We, municipal leaders, are committed to local action with global responsibility. We want to be visionary in our leadership, brave in facing the challenges, and accountable in our actions. Only in this way can we manage the change that will take place at an unprecedented pace. With reference to the opportunities, barriers and challenges that we have identified in the annex to this Call we have agreed on the following commitments.

We want to pursue local policies that reduce the ecological footprint of our community. We do not want our standard of living to be dependent upon the exploitation of humans and nature elsewhere. We shall measure any action of our local government against our aim to avoid causing damage or shifting burden on future generations.

We have identified integrated town planning; compact city development; rehabilitation of deprived urban and industrial areas; reduced and more efficient use of land and other natural resources; local transport and energy management; and the fight against social exclusion, unemployment and poverty as key areas of urban management towards local sustainability that we are ready to address.

We shall look into the opportunities arising from new technologies and innovative concepts for services to make our cities more eco-efficient. We shall be conscious about our purchasing power on the market and use it to direct development towards socially and environmentally sound solutions.

We are committed to introducing indicators for local sustainability, according to which we would set targets, monitor progress, and report on achievements. A set of voluntarily agreed European Common Indicators may provide a tool to compare change across Europe in the progress being made towards sustainability.

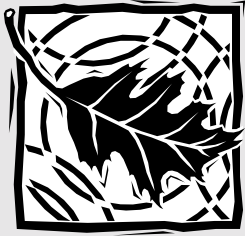
We are committed to the establishment and further development of regional networks for the promotion of sustainable development.

We want to pursue local policies that reduce the ecological footprint of our community. We do not want our standard of living to be dependent upon the exploitation of humans and nature elsewhere. We shall measure any action of our local government against our aim to avoid causing damage or shifting burden on future generations.

## Resources for sustainable cities and green urbanism

- Car Free Cities Network, [www.eurocities.org/cfc/](http://www.eurocities.org/cfc/).
- Center for Neighborhood Technology, [www.cnt.org](http://www.cnt.org).
- Center of Excellence for Sustainable Development, [www.sustainable.doe.gov](http://www.sustainable.doe.gov).
- Center on Urban and Metropolitan Policy at Brookings Institution, [www.brookings.edu/urban](http://www.brookings.edu/urban).
- Cities Environment Reports on the Internet (CEROI), [www.grida.no/city/](http://www.grida.no/city/).
- Clean Cities Project of the Earth Day Coalition, [www.earthdaycoalition.org](http://www.earthdaycoalition.org).
- Cleveland Green Building Coalition, [www.clevelandgbc.org](http://www.clevelandgbc.org).
- Coalition for Healthier Cities and Communities, [www.healthycommunities.org/healthycommunities.html](http://www.healthycommunities.org/healthycommunities.html).
- EcoCity Cleveland, [www.ecocleveland.org](http://www.ecocleveland.org).
- *Green Urbanism: Learning from European Cities* by Timothy Beatley, Island Press, 2000.
- Institute for Local Self-Reliance, [www.ilsr.org](http://www.ilsr.org).
- International City/County Management Association, [www.icma.org](http://www.icma.org).
- International Council for Local Environmental Initiatives, [www.iclei.org](http://www.iclei.org).
- Joint Center for Sustainable Communities of the U. S. Conference of Mayors and the National Association of Counties, [www.usmayors.org/USCM/sustainable](http://www.usmayors.org/USCM/sustainable).
- The Mega-Cities Project, [www.megacities.org/](http://www.megacities.org/).
- Natural Resources Defense Council, [www.nrdc.org](http://www.nrdc.org).
- Sustainable Cities Project of the European Union, [http://europa.eu.int/comm/environment/urban/home\\_en.htm](http://europa.eu.int/comm/environment/urban/home_en.htm).
- Sustainable Cities Weekly News Service, <http://civitas.barcelona2004.org/>.
- Sustainable Communities Network, [www.sustainable.org](http://www.sustainable.org).
- Sustainable Urban Environments (U. S. EPA), [www.epa.gov/reg5oair/sue/index.html](http://www.epa.gov/reg5oair/sue/index.html).
- The Virtual Library on Urban Environmental Management, [www.soc.titech.ac.jp/uem/](http://www.soc.titech.ac.jp/uem/).
- Urban Ecology, [www.urbanecology.org](http://www.urbanecology.org).
- Urban Habitat Program of Earth Island Institute, [www.urbanhabitatprogram.org](http://www.urbanhabitatprogram.org).
- World Resources Institute study on the urban environment, [www.igc.org/wri/wr-96-97/96tocful.html](http://www.igc.org/wri/wr-96-97/96tocful.html).

## Training tomorrow's leaders



In early September, EcoCity Cleveland was privileged to host the first midwestern

presentation of a highly regarded training workshop called the Art of Leadership. The four-day workshop was designed to teach "emerging leaders" the skills they need to succeed in a rapidly changing world. Our workshop included 31 participants from the region — individuals from environmental organizations and a variety of other public interest professions who have demonstrated leadership qualities and a commitment to social change.

The workshop stressed that true leadership is based on characteristics deeper and more enduring than a simple, management skill set. Using techniques drawn from organizational psychology and group dynamics, corporate training programs, and contemplative disciplines, the workshop helped to deepen the participants' understanding of themselves, their personal goals, their roles in society, and the contexts in which they work.

According to the Rockwood Fund, the foundation that developed the Art of Leadership workshop, "...there is no shortage of good ideas among social change workers. What is sometimes lacking is the leadership tools, interpersonal skills and personal awareness needed to successfully and skillfully implement the programs that have been developed. Also missing from the public interest sector is an institutionalized commitment to the ongoing reflection, evaluation and action needed to keep pace with the dramatic changes taking place in the world — what is sometimes called 'the learning organization.'"

By providing emerging leaders in Northeast Ohio the opportunity to attend this workshop, EcoCity Cleveland hopes to improve the organizational effectiveness of like-minded groups in the region. We also hope the experience will help us nurture a network of well-trained people working for sustainability in the non-profit and for-profit sectors.

Thanks to the following funders for supporting the workshop: Rockwood Fund, George Gund Foundation, George W. Codrington Charitable Foundation, and Lampl Family Foundation. We also give special thanks to the Walden Country Inn in Aurora for generous support that enabled us to use their great facilities.

# 'Almost everyone has an exit strategy...'

by Manda M. Gillespie

I have often wondered why so many amazing young leaders leave this region. I went to Oberlin College and graduated in 1998 with a class of men and women that will go on to lead high-tech companies, write for award-winning publications, start successful non-profits, and in other ways work for social change...*somewhere else*. My sense is that Case Western Reserve University, Kent State University, and other local institutions experience a similar phenomenon.

Indeed, many studies have highlighted our region's inability to attract and retain promising young people. A low proportion of college graduates stay in the area, and the region falls well below the national average of adults who have attained college degrees. Researchers at Case Western Reserve University's Center for Regional Economic Issues suggest that there is a flow of ideas,

educated and talented people, technology and investments to knowledge-rich regions with high levels of education attainment and technology investments and *away from* the disadvantaged regions and states like Ohio. This has certainly contributed to the fact that, despite having added 400,000 jobs in the 15 years since 1983, the median income of Northeast Ohio went from 5 percent above the national median for metropolitan regions to 5 percent below.

Not everyone leaves right away. I have become part of a community of young Clevelanders, who have, among other things, started successful organizations in the realms of art and the environment, edited leading journals, led successful political campaigns, and started their own socially-conscious businesses. We come

from a variety of backgrounds. Many of us aren't originally from Cleveland or Ohio. We went to different colleges and studied diverse subjects. But we find each other in the crowd—drawn to another young face that reflects a greater vision for the region.

We have *chosen* to live in Northeast Ohio and to make our living doing work in service to the region. We have committed our livelihoods—and years of our lives—to ensuring we have a healthy natural environment, a responsive political system, and equal access to good schools, beautiful and

safe neighborhoods, and well-paid jobs. We are here, not in San Francisco, L.A. or New York, *not* because this is where our only opportunities exist, but because we sense there is a real need for the energy, dedication and vision we represent.

Unfortunately, almost every one of these emerging leaders I know has an exit strategy—a five-year plan that

involves leaving Northeast Ohio. Their reasons include frustration with regional politics, an inability to access local leadership, or lack of support for their entrepreneurial efforts. They sense that their work will never be fully accepted or supported in this region and that their careers may suffer by committing too much time to a region that is not seen as a leader in their field.

In a recent commentary, *Crain's Cleveland Business* reporter, Raquel Santiago, wrote, "There's a great divide between the discussion among the city's leadership and the people their decisions greatly affect. For instance, the 20- to 30- year-old age bracket is virtually absent from any dialogue about the city's future." The result is many talented young people are watching closely for signs of change while contemplating moves.

The problem is not just the eternal

The problem is not just the eternal struggle of a younger generation coming of age but a lack of overall diversity in civic leadership.

struggle of a younger generation coming of age but a lack of overall diversity in civic leadership. This limits the ideas and values that are allowed on the table when decisions are made about the community's future. And it narrows the vision about what will make our community successful in the changing economy.

A recent study by Carnegie-Mellon University economist Richard Florida (reprinted in the May/June 2001 issue of our journal) puts words to this tension. In the new economy, he explains, "The competitive advantage has shifted to regions that can generate, retain and attract the best talent." And those regions are increasingly competing on the basis of quality of place. The leading high technology regions have aggressively pursued strategies to bolster their public spaces, natural amenities, and recreational offerings—

creating amenities such as bike paths, parks, and accessibility to water. These are democratic amenities that not only attract the highly educated but also contribute to the daily lives of everyone.

The frustration for many of Northeast Ohio's emerging leaders is that our region has great potential. But the 20- and 30-year olds who have committed themselves and their work to pursuing new visions of

quality of life and environmental restoration feel that they have not been welcomed into the leadership structure.

A few groups are starting to address this problem. Local training programs, such as the Cleveland Bridge Builders and

EcoCity's recent Art of Leadership training (see page 20) are both attempts to nurture the next generation of leaders. In addition, there is the potential of a new mayoral administration in the City of Cleveland to embrace new ideas. Some day we may see a new set of faces at the table to represent the importance of community planning, environmental design, art and justice. I look forward to seeing such faces among the boards of NOACA, RTA, the many city and county commissions.

Throughout Cleveland—from the billboards to the talk in

the foundation offices—the question of Northeast Ohio's future has been raised. Everyone is asking, "What lies in store for an older, industrial region at the end of the industrial age?" Greater Cleveland can begin to answer the question of our regional future by looking to those who *are* our future. □

*For the time being, Manda Gillespie is a program manager at EcoCity Cleveland.*

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## The old boys of Cleveland

Cleveland is classically an old-boy-network town. I suppose, somewhat reluctantly, I am one of the old boys. The benefits and problems presented by this network are simultaneously reflected in the community's cultural institutions, its economic development priorities and agenda, and the interlocking nature of the directorate of corporate, intermediary, and civic associations.

It is also classically a dead-hand town. Its old boys don't always leave the scene gracefully or generously and remain in gate-keeping roles long beyond their usefulness and the reach of their wisdom. The soon-to-be-old boys don't take them on, but wait to become them. Cleveland is a city long on courtesy and short on productive confrontation.

Cleveland also is a city that has no clear, established definition of conflict of interest. This can have a stultifying effect on both the process and product of civic discourse. This is probably the result of having too many lawyers assume prominent civic roles.

In the face of all this stuff, not unlike what occurs in most cities in this country, I would suggest that it is always a struggle to shape and express personal and institutional leadership. It involves not being bought off, holding one's ground, and being able to educate and charm and sometimes bully folks towards developing and committing to new ways of doing business — ways of business that encourage freshness (youthfulness and diversity), innovation, entrepreneurship, risk-taking and good humored, but pointed, discourse, ways of doing business that are not representative of the old-boy, dead-hand, conflicted and stale repetitions of the past.

—David Bergholz,  
executive director  
of The George Gund Foundation  
(based on comments made at a recent  
program on emerging leadership  
at the City Club of Cleveland)

## Save the wild scraps!

In the midst of a national upsurge in lucrative back-to-nature tourism, Ohio is missing the boat, according to tourism consultant Ted Eubanks. At the recent Ohio Lake Erie Conference, Eubanks said that Ohio's tourism business has declined in part because the state is not attracting tourists seeking wildlife, forests and natural areas.

Some of the causes include a small tourist promotion budget, travel agents who don't book trips to Ohio because they don't know about the potential attractions, and Ohio's short tourist season, he said.

But the biggest reason may be the lack of quality places to visit. The natural areas in Ohio are like "the scraps that fell off the table during the grand feast," Eubanks said.

To develop a better program, he said that Ohio has to work hard to protect every natural resource that remains. "You can't afford to give up another inch," he said.

Eubanks has been hired by local tourism promotion groups to develop a fresh image and marketing program for ecotourism along Ohio's Lake Erie coast.



**Bikes ride the rails**

The Greater Cleveland RTA kicked off a Bike & Rail pilot program on October 1 that allows customers to transport bicycles on RTA trains. Unlike some other cities, no permit is required.

Two bikes are allowed per rail car during the pilot phase, and blue bike decals designate where bikes should be kept, usually in wheelchair tie-down areas (wheelchairs take priority over bicycles). An adult must accompany bike riders under the age of 18, and bikes are not allowed on Rapid trains during rush hours (6:30 to 8:30 a.m. and 4 to 6 p.m.). RTA also reserves the right to temporarily restrict bikes when handling big crowds (e.g. during baseball/football games and special events). No tandems, recumbent bikes, or tricycles are permitted. And RTA asks bicyclists to avoid escalators at all rail stations; use stairs and elevators only.

One significant shortcoming with the new policy: Tower City mall management will not allow bikes to enter or exit at Tower City, although riders can transfer between Rapid lines at that station. It's recommended that bicyclists transfer to the Waterfront line and get off in the Flats or near the Rock Hall.

Bike & Rail joins the Rack & Roll program, which has already installed bike racks on more than 160 buses serving selected east-side routes. Information on both programs is available at [www.RideRTA.com](http://www.RideRTA.com) (look for Bikes on Transit in the left-side menu) or by calling the RTA Answerline at 216-621-9500.

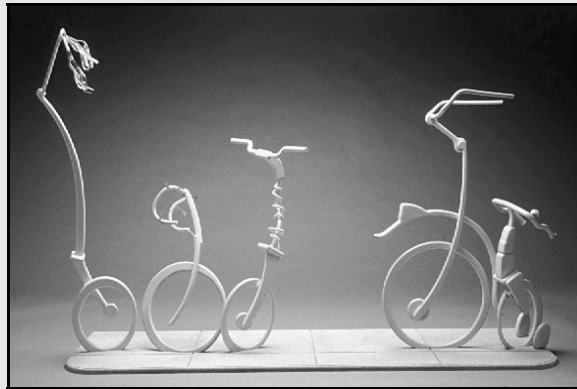
If you're happy about this new bike-friendly option, please consider writing RTA's CEO Joe Calabrese at [jcalabrese@gcrta.org](mailto:jcalabrese@gcrta.org) to express your support.

**New road violates environmental justice?**

After being prodded by federal agencies, the Northeast Ohio Areawide Coordinating Agency (NOACA) has started to evaluate proposed transportation projects using environmental justice criteria. One of the first projects to raise questions is a proposal for a new road connecting Crocker Road and Stearns Road on the far west side of Cuyahoga County, a long-planned road that would create a higher-speed connection between I-90 and I-480. This is one of the region's costliest proposed road expansions in recent years, and it is being pushed



**Functional art: Two winners of the recent bike rack design competition.**



**Beautiful bike racks**

Cleveland Public Art, the Cleveland Institute of Art, and EcoCity Cleveland have recently completed a bicycle rack design competition. The project included fabrication costs for three student designs as public art pieces that will also serve as secure bicycle parking. It also will fund a catalog detailing all 18 student submissions.

The selected pieces will be installed in the Warehouse District to celebrate the Lakefront Bikeway between North Coast Harbor and Edgewater State Park. Cleveland Public Art is also seeking commissions to build and install the other rack designs in Cleveland. For more information, call 216-621-5330.

aggressively by the City of Westlake, which stands to benefit from the increased real estate development that would follow.

NOACA reviewers, however, noted, "The project is neither located in nor primarily serves proposed Title VI/ Environmental Justice areas or the Urban Core. The project provides access and capacity to produce population and employment redistribution from both urban core and non-core communities to Westlake and eastern Lorain County due to the planned residential and commercial development for those areas." In combination with the proposed expansion of SR 254 in Westlake, "The implications for regional population and employment redistribution could be substantial."

Reviewers also hinted at the unintended problems that may crop up in surrounding areas. "It is not unrealistic to suspect that other locations... may experience traffic problems due to the shifts in traffic patterns or as a result of providing new access points along the proposed new highway."

Recognizing that these new problems would cost additional money to solve, NOACA staff says, "It might be fair to suggest that the two communities should pledge, be barred, or be expected to not

seek or receive additional funding for further transportation improvements within the 'Area of Influence' for at least a prescribed period."

**Gas tax struggle**

The American Automobile Association's Ohio newsletter recently reported a "behind-the-scenes Statehouse struggle" this summer to redistribute Ohio's 22-cent-per-gallon gasoline tax. Powerful legislators are pitted against the governor in an attempt to shift funding for the State Highway Patrol away from the gas tax to the state's general fund, despite the fact that most Patrol duties regulate and serve only automobile users. The patrol currently receives nearly all of its \$200 million budget from state gas tax revenues.

The state gas tax brings in about \$1.5 billion per year — \$900 million for road maintenance and \$300 million for new construction. ODOT says it has enough for maintenance but says that it needs more construction funds because local officials are lobbying for a total of more than \$8 billion in new construction projects that are "urgently needed for safety, congestion or economic development purposes."

## State employees get transit option

State employees throughout Ohio can now save up to 40 percent on the cost of a monthly transit pass if they use a new pre-tax transit benefit program. Someone who spends \$54 per month on transit (the price of a monthly RTA express pass) would save up to \$20 per month with the tax benefit, depending on their tax bracket.

In Columbus, officials estimate that attracting 3,000 state employees could mean about \$2 million per year for the transit agency. Large numbers of monthly passes, bought in advance, provide a steady source of revenue and possibly more riders, which in turn means more federal funding.

Non-governmental employees in Greater Cleveland can take advantage of paying for transit with pre-tax earnings through RTA's Commuter Advantage program. Employees enroll in payroll deduction plans to prepay transit passes, saving on income taxes on the amount established for monthly passes. The employer's payroll cost is also reduced because payroll taxes do not apply to the prepaid employee pass expenses.

For more information visit [www.RideRTA.com](http://www.RideRTA.com).

## More funding for sprawl?

The region's transportation planning agency, NOACA, has submitted the following requests for major funding to Ohio's Transportation Review Advisory Council (TRAC). Except for RTA transit centers, none of the projects will improve transportation choices in the region.

- \$24.5 million to add lanes on I-77 in Cuyahoga County between SR 82 and Rockside Road, including an auxiliary lane from Pleasant Valley to Rockside Road, and Pleasant Valley/I-77 interchange modification.

- \$11.8 million to construct five RTA transit centers in Parma, Mayfield Heights, Brecksville, Independence and Oakwood, including Park & Ride lots in Brecksville and Oakwood. The transit centers are designed to attract new riders in the suburb-to-suburb, suburb-to-downtown, and downtown-to-suburb transit markets.

- \$7.2 million to widen SR 254 (Detroit Road) in Westlake between Dover Center and Columbia roads (part of a larger proposed widening between Bradley Road and Clague Road, with a total cost of \$31.9 million). This request, if successful, will fund more than 77 percent of total costs for this phase, representing an enormous state subsidy of job and population shifts to an automobile-dependent corridor that



The driver discusses the news with the woman in the BRIGHTLY Flowered dress.

## Bus story by Erin Brown

discourages affordable housing.

- \$6.9 million to add lanes on I-90 in Lake County, each direction, 1.2 miles west of SR 306 to SR 615.

An additional sprawl-encouraging project was approved by the NOACA board but withdrawn afterwards by its local sponsor before going to TRAC — \$15.1 million to widen 1.9 miles of SR 43 (Aurora Road) in Solon to a five-lane section from SR 91 to Pettibone Road, widen 1.6 miles of SR 43 to a four-lane section from Pettibone to the Geauga County line, and construct additional turn lanes at SR 43/Pettibone Road intersections. These road widenings would serve Six Flags and a new shopping center planned by Heritage Development. Heritage recently destroyed several acres of protected wetlands at its development site, prompting a state investigation and possible prosecution. Local officials removed the road project from consideration for now.

## RTA pinched by slow economy

Officials at the Greater Cleveland Regional Transit Authority are trimming spending because of the slowing economy. Vehicle frequencies on some routes have been reduced, and layoffs have shaken morale.

Although ridership has been steady, revenues from customer fares cover less than one quarter of RTA's actual cost of providing countywide service. A marked decline in Cuyahoga County consumer spending has hurt the agency, which relies on one cent of the county sales tax for more than 70 percent of its budget.

The RTA board of trustees has pledged not to increase cash fares (\$1.25 local bus, \$1.50 express bus and rail) despite increased fuel costs and rising employee health care premiums. Fares have remained the same since 1993.

— Compiled by Ryan McKenzie

**Selling green power**

Deregulation of electricity markets in Ohio is creating opportunities for consumers to buy green power — power generated by clean, renewable sources like solar and wind. Some municipal electric systems are planning to sell green power, and it's possible that other municipal systems will aggregate current renewable energy portfolios and sell green power to more communities.

On the consumer side, the Midwest Energy Research Center is creating a Green Energy Buyer's Cooperative—a consumer-owned cooperative that will provide electricity, natural gas, and energy efficiency products and services to households and businesses. By building a market for green power, the cooperative hopes to encourage the development of green power plants in Ohio. Currently, there are limited sources of green power in the state. For more information, call 419-425-8860.

Consumers in Ohio now have a way to tell if their power is truly green. The Ohio Green-e program has established criteria for green power and will certify renewable energy suppliers. For more information, call 415-561-2100 or see [www.green-e.org](http://www.green-e.org).

**Installing solar power**

Green Energy Ohio (GEO) recently received a grant from the Ohio Department of Development for a series of workshops to train installers of solar energy systems. One of the barriers to the expansion of solar energy in the state is the lack of qualified installers.

GEO will be working with the Florida Solar Energy Center and the Great Lakes Renewable Energy Association on the project. For more information, call 216-861-4491 or 614-985-6131.

**Repowering the Midwest**

The Environmental Law and Policy Center in Chicago has a new study that documents the extraordinary benefits of investing in energy efficiency in the Midwest. To see "Repowering the Midwest: The Clean Energy Development Plan for the Heartland," go to [www.repowermidwest.org](http://www.repowermidwest.org).

The plan details how the Midwest can make energy choices that will allow the region to hold down electricity demand by investing in highly cost-effective energy efficiency and, also, get a significant portion of its power from clean, renewable energy sources — principally wind,



**Outrage of the month**

Don't you hate it when new developments are named after what was destroyed to make them? This condo development along Cedar Road near Richmond Road is called "The Woods."

Photo by Laura Previll

biomass, solar and cogeneration power. These clean energy sources can provide 8 percent of the region's power by 2010 and 22 percent by 2020.

**Hot air at Ohio Energy Summit**

Ohio's leading energy policy advocacy organizations called upon Governor Bob Taft to focus on clean, renewable power and energy efficiency at the state-sponsored Ohio Energy Summit on October 1. But the events of September 11 reinforced officials' support for expanding supply of dirty energy.

Ohio Senate President Richard Finan said the state needs to focus efforts on helping develop coal-burning facilities. U.S. Senator George Voinovich made a plug for building additional nuclear power plants. And Ohio EPA director Chris Jones said his agency is working to help companies seeking to build electric peaking plants streamline the process through which they obtain permits.

**Promoting a culture of peace**

Given the events of September 11, a proposal by Congressman Dennis Kucinich of Cleveland looks even more compelling. In July, Kucinich introduced legislation to create a Cabinet-level Department of Peace. Domestically, the department would

address issues such as domestic violence, child abuse, and mistreatment of the elderly. Internationally, the department would make recommendations to the President on issues of national security, the protection of human rights, and the prevention and de-escalation of unarmed and armed international conflict.

The department also would have an Office of Peace Education to promote conflict resolution skills in schools. A Peace Academy, modeled on the military service academies, would provide instruction in peace education and would offer graduates opportunities to serve in programs dedicated to domestic or international nonviolent conflict resolution.

For more information, see Kucinich's Web site at [www.house.gov/kucinich](http://www.house.gov/kucinich).

**Transitions**

- **Richard Shank** is the new director of the Ohio Chapter of The Nature Conservancy.
- **Helen O'Meara** is the new director of the Ohio League of Conservation Voters. The group's program coordinator, **Kathleen Wallace**, is leaving for a position at Ohio State University.
- **Jeff Skelding** has left the Ohio Environmental Council to move out of state. His position of water policy manager has been filled by **Keith Dimoff**.



**Scientists for conservation**

The Cleveland Museum of Natural History has formed the Ohio Conservation Alliance, a new biodiversity and conservation consortium of scientists in Northeast Ohio and the Great Lakes region. The alliance will promote collaborative research, develop funding proposals for interdisciplinary projects, and promote research studies in local natural areas. For more information, call Joe Keiper, curator of invertebrate zoology at the Natural History Museum, at 216-231-4600 x315.

**Sustainable architecture**

The Cleveland chapter of the American Institute of Architects has created a committee on sustainable architecture. The intent is to inform local architects about new systems of sustainable building design, material use, occupant health, and community development. The committee also plans to develop a legislative platform. For more information, call the committee chairman, Philmore Hart, at 216-321-3355.

**Responsible development in Portage County**

Citizens for Responsible Development is a new grassroots group promoting sustainable

development and fighting the problems of urban sprawl in Portage County. A big issue is a proposed tax abatement that would subsidize a new shopping center in Kent. For more information, call 330-677-3154.

**Green radio**

WRUW-FM 91.1, the student station of Case Western Reserve University, has a new show featuring local environmental news. "Green Cleveland Radio" airs at 7-8 p.m. on Tuesdays and is also available online at <http://radio.cwru.edu>.

**Resources**

- The Cuyahoga County League of Women Voters is offering workshops on **land use and healthy communities**. The workshops include a video, brainstorming session, and exploration of the League's publication, *Land Use and Transportation in Cuyahoga County*. For more information, call 216-932-8733.

- The Ohio Division of Natural Area and Preserves has developed an **Ohio Birding** Web site with many information resources and guides. See the site at <http://www.dnr.state.oh.us/odnr/dnap/OhioBirding/OhioBirding2.htm>.

- For the most complete summary of water quality and **stream conditions** in Cuyahoga County, see the *Greater Cleveland Area Environmental Water Quality Assessment, 1996-98* by the Northeast Ohio Regional Sewer District. It presents chemical and biological sampling data of nearshore Lake Erie, the Cuyahoga River, and 17 other streams. It also identifies sources of pollution and discusses actions taken by the sewer district, industry and local communities to correct problems. Copies are available in libraries in Cuyahoga County. For more information, call the sewer district's Richard Connelly or Keith Linn at 216-641-6000.

- The **Sierra Club** has a 911 service to link activists. If you are working on a local environmental issue, you can call 415-977-5520 or email [environmental911@sierraclub.org](mailto:environmental911@sierraclub.org), and the club's staff will help put you in touch with club members who are also working on the issue.

- The documentary film, *Store Wars: When Wal-Mart Comes to Town*, investigates the impact of discount chain stores on American society and examines local democracy in action. To order, call Bullfrog Films at 800-543-3764 or see [www.bullfrogfilms.com](http://www.bullfrogfilms.com).

**Grants for Lake Erie**

The Ohio Lake Erie Commission recently awarded over \$1 million in grants for projects aimed at restoring and protecting Lake Erie and its watershed:

- Chagrin River Watershed Partners — Technical Implementation Program for Natural Resource Protection in the Chagrin River Watershed, \$64,735.

- Lake Erie Circle Tour — Lake Erie Heritage Area: Implementation Plan for Economic Development and Preservation of the Lake's Historical & Natural Resources, \$275,000.

- Northeast Ohio Four County Regional Planning & Development Organization (NEFCO) — Yellow Creek Watershed Storm Water Management Consortium, \$79,689.

- Cuyahoga Community College Foundation — West Creek Preserve Urban Wetland Project, \$78,084.

- Conservation Action Project — Securing Quality Data Using Farmer Clusters and Summer Interns, \$85,510.

- Cuyahoga River Community Planning Organization — Prioritizing Wetlands for Restoration and Preservation in the Cuyahoga River Area of Concern, \$65,900.

- Ohio Organization for Recycling & Reuse — Business Hazardous Waste Recycling Center and Brownfield Abatement Fund Project for Cuyahoga and Summit Counties, \$184,500.

- Northeast Ohio Areawide Coordinating Agency (NOACA) — Developing Regional Watershed Based Model Storm Water Permit Implementation Plans, \$123,834.

- Ohio Department of Agriculture — Bulk Pesticide/Fertilizer Containment Cost-Share Program, \$100,000.

Grant monies came from the Lake Erie Protection Fund, established in 1992 to help finance research, restoration and implementation projects that help protect and preserve Lake Erie. Revenue is generated from monies received through the Lake Erie License Plate Program and through Ohio's participation in the Great Lakes Protection Fund. For more information, call 419-245-2514.

**Eco-stewardship at Trinity Cathedral**

Trinity Cathedral's upcoming Wednesday Evening Forum Series will discuss efforts to create and support "green" spaces at the cathedral and the Cleveland community as a whole — through sustainable building, environmentally conscious development, renewable energy, and recycling:

- November 7 — Trinity builds green with Cleveland.

- November 14 — Green energy choices.

- November 28 — Investing in the green marketplace.

- December 5 — Green social justice.

- December 12 — Green art: Creative uses of recycled materials.

All forums are free and open to the public. They begin at 7:30 p.m. with presentations from a distinguished panel or speaker followed by open discussion. Forums are in the hall of Trinity Cathedral, 2021 E. 22<sup>nd</sup> St (between Euclid and Prospect avenues) in downtown Cleveland. Parking is available off of Prospect Avenue in the lot behind the cathedral. For more information, call 216-771-3630.

November 1

Quarterly meeting of the **Ohio Coastal Resources Advisory Council**, 10 a.m. at Tiffin University Classroom 3, 1230 N. Abbe Rd. in Elyria. For more information, call 614-265-6395 or see [www.dnr.state.oh.us/coastal](http://www.dnr.state.oh.us/coastal).

November 2

Conference on threats to **Great Lakes water supply** at the University of Toledo. For information, call 419-530-2628 or see [www.utlaw.edu](http://www.utlaw.edu).

November 2

Program about **coyotes** in the Cuyahoga Valley National Park, 7 p.m. at the Ledges Shelter of Truxell Road. For more information, see [www.dayinthevalley.com](http://www.dayinthevalley.com).

November 3

Tour of Green Mountain **Wind Farm** near Somerset, PA, featuring eight 1.3 megawatt wind turbines. For details on cost and transportation, call Green Energy Ohio at 216-861-4491.



November 3

**Organize Ohio** statewide gathering near Athens on issues of health care, environmental justice, and legislative action. For registration information, call 877-674-6446 or 440-277-6504.

November 3

Annual reception and awards ceremony of the **Ohio Environmental Council**, 6-9 p.m. at Ohio State University's Fawcett Center. For reservations, call 614-487-7506.

November 3-4

**Old paint and pesticide round-up** at the Cuyahoga County Fairgrounds in Berea, 9 a.m. to 4 p.m. For information, call the Cuyahoga County Solid Waste District at 216-443-3749.

November 4

Stebbins Gulch **geology hike**, 1 p.m. at the Holden Arboretum. Physically demanding with creek crossings and potentially knee-high water. To register, call 440-946-4400.

November 5

University Circle town meeting on the **redesign of Wade Oval**, 5:30 p.m. at Judson Manor, 1890 E. 107<sup>th</sup> St. (off Chester Avenue). For more information, call 216-791-3900 or see [www.universitycircle.org](http://www.universitycircle.org).

November 6

**Environmental Town Hall** brown bag lunch series with a presentation by the the Cuyahoga County League of Women Voters

on land use and healthy communities. Noon at the Nature Center at Shaker Lakes, 2600 South Park Blvd.

November 6

Meeting of **Black River Audubon** about the development of bird trails and festivals in Ohio, 7 p.m. at Carlisle Visitor Center of Lorain County Metro Parks.

November 7

**Instrumental Evening for the Earth**, a benefit for the Earth Day Coalition featuring members of the Cleveland Orchestra, at St. Peter's Episcopal Church in Lakewood. For tickets, call 216-281-6468.

November 9-11

Conference on **building community** sponsored by Community Service in Yellow Springs. For more information, call 937-767-2161.

November 9-11

Student Environmental Action Coalition conference on "Activism in the Bush Years," at the College of Wooster. For more information, call 330-287-3000 x7137 or see [www.uky.edu/StudentOrgs/GreenThumb/9/default.htm](http://www.uky.edu/StudentOrgs/GreenThumb/9/default.htm).

November 11

**Waterfowl watch**, 8 a.m. at Geauga Park District's Walter C. Best Preserve and 10 a.m. at Burton Wetlands. For details, call 440-834-1856, x5420.

November 10

Workshop on the affordable care of **historic houses**, 10:30 a.m. at Oberlin Public Library, 65 S. Main St. For reservations, call 440-774-1700.

November 10

Passive **solar greenhouse** workshop, 10 a.m. at Silver Creek Farm near Hiram. To register, call 330-569-7212.

November 12

Monthly program of the Audubon Society of Greater Cleveland, 8 p.m. at the Cleveland Museum of Natural History in University Circle. John Katko of Friend of Wetlands will speak on **wetlands regulation** and the protection of salamanders. For details, call 216-861-5093.

November 12-14

American Farmland Trust's national farmland preservation conference in St. Charles, IL. For registration information, see [www.farmland.org](http://www.farmland.org).

November 13

Breakfast presentation on **marketing neighborhood sites** to retailers, 8:30 a.m. at

the University Club, 3813 Euclid Ave. To register, call the International Council of Shopping Centers at 646-728-3800 or see [www.icsc.org](http://www.icsc.org).

November 17

**Birdwatching** in the Cuyahoga Valley National Park to see late migrants from Canada, 8 a.m. at Horseshoe Pond off Major Road.

November 29

Annual **community reinvestment** conference in Cleveland on "Re-Thinking Urban Markets," with keynote speaker Mary Lynn Reilly of Social Compact. For registration information, call 216-371-4285.

**Green Building Coalition workshop series**

■ **Green interiors: Definitions and strategies**, October 26, 8 a.m. to noon at Cleveland State University College of Urban Affairs, 1717 Euclid Ave. This workshop will focus on emerging standards for "green" interior design. Instructor is Penny Bonda, director of environmental communications for L.C. Clark Publishing Co.

■ **Designing for lighting efficiency, daylighting and window selection**, November 13, 9 a.m. to 4 p.m. at the Cleveland Urban Design Collaborative, 820 Prospect Ave., 2<sup>nd</sup> floor. Instruction on whole system design, solar access, building energy analysis, sustainability and microclimate issues, as well as a discussion of computer and physical models. Instructors are Susan Ubbelohde and George Loisos, of Loisos/Ubbelohde Associates.

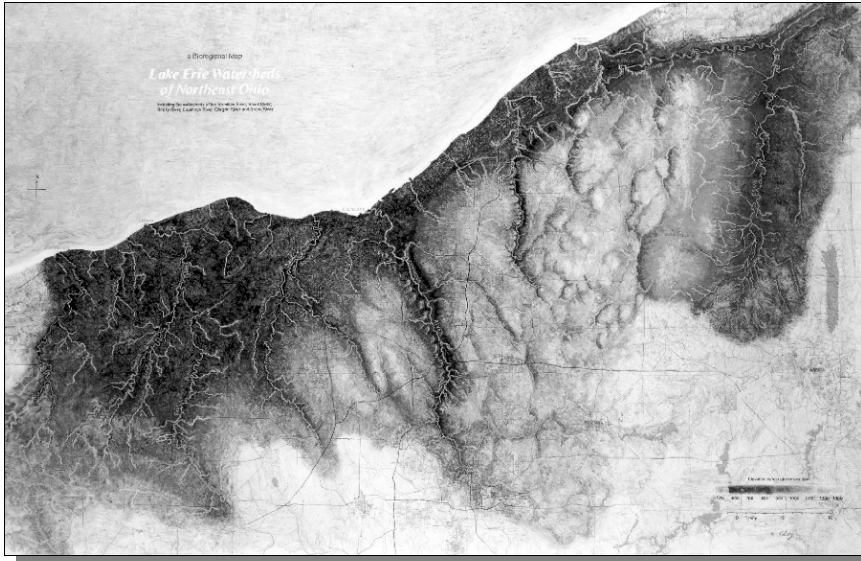
■ **Indoor air quality/Material selection**, December 3, 9 a.m. to 4 p.m. at the Cleveland Urban Design Collaborative, 820 Prospect Ave., 2<sup>nd</sup> floor. The U.S. EPA has rated indoor air quality as one of the top five environmental hazards in America. This workshop will focus on solutions to indoor air quality problems, along with material selection. Instructor is Hal Levin, research architect and nationally renowned expert on indoor air quality.

Tuition for each of these workshops is \$100 (\$75 for Cleveland Green Building Coalition or EcoCity Cleveland members). For registration information, see [www.clevelandgbc.org](http://www.clevelandgbc.org) or call 216-623-0033.





# Great gifts from EcoCity Cleveland!



## **NEW!** Bioregional Map Poster

EcoCity Cleveland has created an unusually beautiful and fascinating image of the watersheds and landforms of Northeast Ohio — from the Lake Plain to the Chagrin Highlands, from the Vermilion River to the Grand River.

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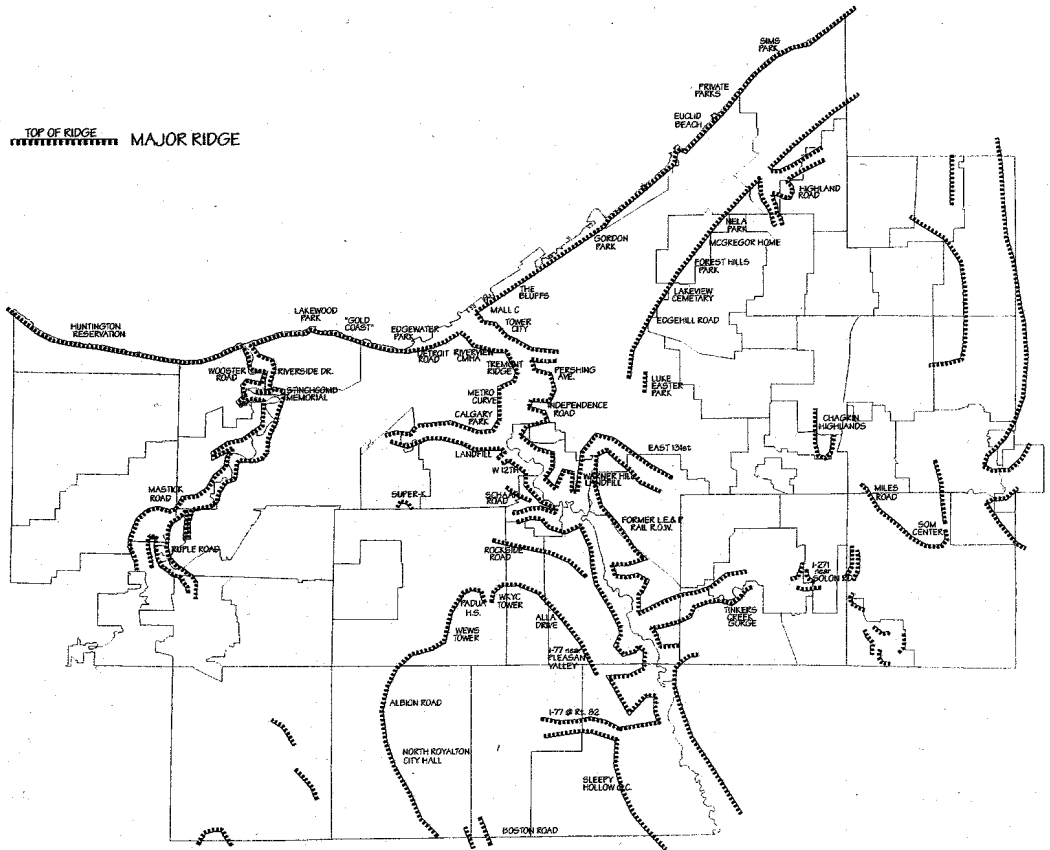
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Please make check out to EcoCity Cleveland and send to 2841 Scarborough Rd., Cleveland Heights, OH 44118.  
For more information, call 216-932-3007.

# Vistas of Cuyahoga County

The Greenspace Plan now being developed by the Cuyahoga County Planning Commission (see page 3) identifies locations of special views. Most of these places are along the lakefront or along the ridges of river valleys. The plan recommends protection of these valuable sites and improvement of public access.



Source: Cuyahoga County Planning Commission, 2001

## Join EcoCity Cleveland and help design cities in balance with nature!

Become a member today and receive the *EcoCity Cleveland Journal* with the ideas and information you need to create a more sustainable bioregion.

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