



# EcoCity CLEVELAND

IDEAS AND TOOLS FOR A SUSTAINABLE BIOREGION

\$4

*Special Issue*

Volume 7, Numbers 5-7 Summer 2000

Editor: David Beach

## **Inside**

The thought and practice  
of sustainability



Presentations of the SCS 2000  
Working Groups



Changing course  
in Northeast Ohio:

Action agendas for infrastructure,  
architecture and urban design,  
business and economics, political/  
legal issues, and health



Map of the local  
sustainability movement



Sustainability resources

## **Good words**

When we build

let us think that we build forever.

Let it not be for present delight,  
not for present use alone;

let it be such work as our descendants will  
thank us for, and let us think,  
as we lay stone on stone,  
that a time is to come when those stones  
will be held sacred

because our hands have touched them,  
and that men will say as they look upon  
the labor and wrought substance of them,  
"See! This our fathers did for us."

— John Ruskin

# PLANNING TO STAY



## **Proceedings of the Sustainable Communities Symposium 2000**

How can we live well in our region  
and pass on a better place to our children?

How can we take care of our environment, ensure equity and  
social justice, and achieve economic prosperity —  
all at the same time?

For three days in May, hundreds of the best minds  
in Northeast Ohio gathered to discuss these issues.  
Here are their presentations — and their agenda for putting our  
region on the path toward greater sustainability.

# Assisting a movement

We are pleased to publish this special issue about the Sustainable Communities Symposium 2000. One of EcoCity Cleveland's essential roles is to chronicle and interpret the movement for sustainability in Northeast Ohio. It's a diverse and complex movement – ranging from groups that rehabilitate housing in the inner city to programs that help businesses reduce energy costs to organizations that preserve natural areas. Our job is to draw relationships, integrate ideas and information, and help people understand the connections between different activities and organizations.

On a practical level, we helped with the planning of SCS 2000. And we acted as fiscal agent to manage the funding for the project. The latter role – project management – is a growing realm of activity for us. Our core staff gives us the capacity to manage a number of projects. And because we are nimble enough to respond quickly to opportunities, other groups in the community (such as the ad hoc committee of groups that planned SCS 2000) are approaching us for assistance when they are not in an organizational position to seek funding. There is a clear need for nonprofit organizations like ours to be able to do this.

We hope that the umbrella of EcoCity Cleveland can continue providing a home for good projects. In this way we can leverage our resources for the broad movement for sustainable communities.

## SCS 2000 thanks

Thanks to all the participants of SCS 2000 who made it a memorable event – especially the members of the working groups, who devoted countless hours to thinking through what we need to change in Northeast Ohio if we are to become a national leader in the thought and practice of sustainability. Working group chairs included Paul Alsenas and Paul Volpe (Architecture and Urban Design), Chris Swift (Infrastructure), Chris Cole (Business and Economics), and Kenneth Montlack (Political/Legal issues). Congressman Dennis Kucinich provide the initial inspiration for having a sustainable communities conference.

Special thanks to major funders of SCS 2000 – the Cleveland Foundation, the George Gund Foundation, and the U.S. Environmental Protection Agency. Additional support was received from the Cleveland Green Building Coalition, East Ohio Gas Co., LTV Steel Co., Schmidt Copeland Parker Stevens, City Architecture, Ohio Planning Conference Cleveland Chapter, American Institute of Architects Cleveland Chapter, ParkWorks, Montgomery Watson Inc., and the Greater Cleveland Regional Transit Authority.



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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## Sustainability?

It's not easy to talk about sustainability. The concept is unfamiliar, abstract, and vague.

The popular definition from a United Nations' commission says that you are being sustainable when you are "meeting the needs of the present without compromising the ability of future generations to meet their own needs." That sounds nice, but there are a lot of different interpretations about what it really means and many debates about how to put the concept into practice.

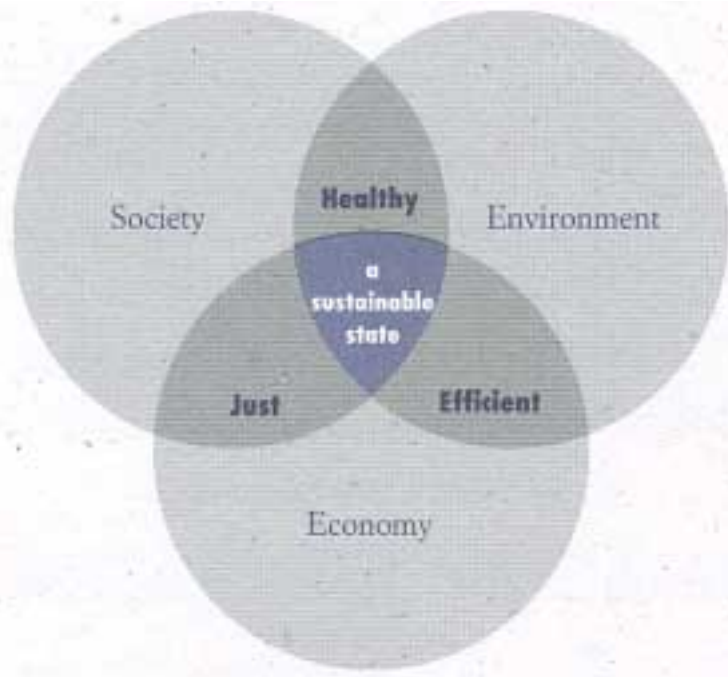
Actually, it's not surprising that we have trouble talking about sustainability. As Donella Meadows, co-author of *Beyond the Limits*, says, "Until recently the world was very large and the human economy and population very small. We weren't up against limits. We didn't need to talk or worry about sustainability. We don't need words for things until they become issues that we have to deal with. Then we invent the words. That's exactly the process that is going on now. It is the most important thing that we need to do at this point in the discussion: create the language so we can talk about the problem."

In many respects, the language of sustainability can be quite simple. We don't have to imagine the immensity of integrating harmlessly all of human activity into a finite, global biosphere. Instead, we can think about basic virtues and habits – working together, taking care of what we have, teaching our children, standing up for everyone's rights, consuming what we really need rather than everything we can get.

Sustainability is not about the denial of comfort and pleasure. Rather it is a challenge to think deeply about achieving a high quality of life over the long term.

Sustainability is not a mythical end state of perfection. Rather it is a process of improvement and a context for decision making that forces us to define success broadly and holistically in terms of multiple benefits.

And sustainability is not a depressing guilt trip. Rather it is about mobilizing human creativity to make a better world for all.



## Balancing environment, equity, and economic progress

Around the world people are imagining new ways to improve their quality of life – ways that balance economic progress, social equity, and long-term protection of the environment for future generations. In recent months an unprecedented array of local community, business, government, and academic organizations has come together to plan how Northeast Ohio can participate in this global conversation about sustainability.

The effort culminated in the Sustainable Communities Symposium 2000 on May 11-13 at the Cleveland State University Convocation Center. More than 350 people gathered to celebrate all the positive work that is already being done in Northeast Ohio – work to rebuild neighborhoods, promote transit, preserve open space, reduce energy use and pollution – and to set priorities for what still has to change if we want more livable communities (see pages 13, 16, 19, 22, and 23 for the priorities established).

"The action agenda emerging from the symposium will set the stage for strategic cooperation among citizens and

organizations from the entire region," says Phil Hart, former president of the Cleveland Chapter of the American Institute of Architects and chair of the SCS 2000 planning committee.

In the six months leading up to the symposium, more than 150 community leaders served in working groups to

develop sustainability priorities in the areas of architecture and urban design, business and economics, political and zoning issues, and infrastructure. The symposium then was a working conference that allowed participants to discuss the recommendations and ratify the best plans for setting Northeast Ohio on the path toward greater sustainability.

The participants also committed themselves to implementing the SCS 2000 priorities. The symposium planning committee is devising ways to track progress and keep everyone informed and networked in the coming months.

For more information about SCS 2000, call 216-523-7495, or see the Web site [www.scs2000.org](http://www.scs2000.org).

Sustainability is the choice to stay. We're asking how to make smart decisions so that Northeast Ohio is a great place – for us and for our children.

# Three days in May 2000

By *Philmore Hart*

The Sustainable Communities Symposium 2000 on May 11-13 was intense, emotional, creative, active, hopeful, optimistic, and a mixture of hard work, listening, fun, food, and serendipitous meeting of different people from a variety of backgrounds and professions all deeply interested in creating a sustainable/livable Northeast Ohio region.

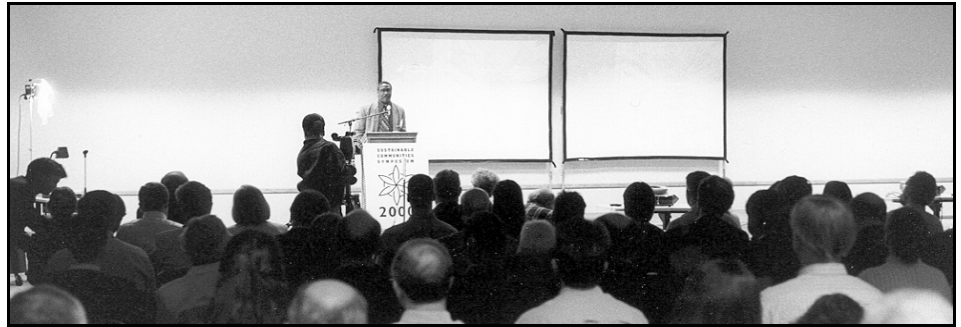
The planning committee [see list below] envisioned three outcomes from the symposium:

- Discuss and reach consensus on meanings of “sustainable community.”
- Develop the “next steps” for regional sustainability.
- Begin to develop strategic plans for the Northeast Ohio region.

Through a series of speakers and participatory events, these outcome goals were attained, affirmed and adopted by acclamation.

## Members of the SCS 2000 planning committee

- Philmore Hart, American Institute of Architects/Cleveland Chapter (chair of the planning committee)
- Vince Adamus, Build Up Greater Cleveland
- David Beach, EcoCity Cleveland
- Paul Diegelman, U.S. Department of Housing and Urban Development
- Marty Gelfand, Office of Congressman Dennis Kucinich
- David Goss, Build Up Greater Cleveland
- Soren Hansen, American Society of Civil Engineers, Cleveland Section, and Cleveland Engineering Society
- Kathy Hexter, Levin College of Urban Affairs, Cleveland State University
- Lisa Hong, Case Western Reserve University Center for Regional Economic Issues
- Sadhu Johnston, Cleveland Green Building Coalition
- Lyn Luttner, U.S. Environmental Protection Agency
- Rosemary Szubski, Levin College of Urban Affairs, Cleveland State University
- Richard Winklhofer, U.S. Environmental Protection Agency



**Greg Watson, former director of the Dudley Street Neighborhood Initiative in Boston, speaks at SCS 2000 about sustainability and community development.**

## Priorities for change

In the months leading up to the symposium, four working groups (Architecture and Urban Design, Infrastructure, Business and Economics, and Political/Legal) developed goals and objectives for making our region more sustainable. These were reviewed by symposium participants, and in the reporting-out process it became clear that the three most important objectives concerned the need for:

- Political action to change the State of Ohio’s laws and basic policies that now work against sustainability.
- Regional planning and coordination of land-use, infrastructure, and the distribution of tax base.
- A Northeast Ohio regional organization to be a catalyst for planning and action to create economic, equitable, sustainable, and livable communities.

Another theme that emerged from these sessions was a desire to expand the SCS 2000 discussions to include major issues such as health, education, and neighborhoods. Participants also realized that sustainability requires a holistic integration of the efforts of the working groups.

## Continuing the networking

The closing session of the symposium featured a discussion of a potential organization that could carry on the work of sustainability in our region. Approximately 20 tables of four to six participants outlined the functions of such an organization and how could it be configured. Three alternative concepts emerged:

- An “Open Space” organization that would provide a gathering place and relevant information so that any and all groups can meet and discuss needs, plans,

and actions for a sustainable region.

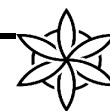
- Based within an existing organization or institution, form coordinating groups to accomplish the many functions required for cooperative regional planning and political actions.

- Create a new umbrella organization or federation to accomplish the many functions required for cooperative regional planning and appropriate educational and political actions.

The last portion of the symposium also included an “open microphone” where following addresses by U.S. Congressman Dennis Kucinich, RTA general manager Joseph Calabrese, and Mark Tomasch of LTV Steel, people from various organizations, businesses and institutions of our area presented their perspectives on sustainability. It was truly amazing to hear the variety of thoughts and actions already taking place in the region – once again emphasizing the need to come together to capture that energy into an integrated whole.

Since the symposium in May, the planning committee has continued to meet and plan the next steps for the SCS 2000 process, continue communications with the participants and the general public, and work toward our goal of transforming Northeast Ohio into a sustainable/livable region within the next five years. Everyone who attended SCS 2000 came away with the understanding that the event was only the beginning. Yet they were optimistic that, by acting together, we will accomplish our goal. □

*Phil Hart chairs the SCS 2000 planning committee and is a past president of the Cleveland chapter of the American Institute of Architects.*



## A regional civic vision

As Cleveland enters its third century as a city, its fate is now, more than ever, intertwined with the region. Our challenge is to look beyond political boundaries and create strategies that benefit the entire region. In other words, a regional civic vision... The entire region must be engaged in planning for the future. There is no shortage of information on what Northeast Ohio is or what it needs. That is not why we are here. We are here to talk about strategies, to create a common regional vision from the bottom up, from the grassroots, to make Northeast Ohio competitive in an increasingly global economy. We are here to talk about what needs to change to make Northeast Ohio a model for sustainable development and livable communities. We are here to transform the concepts of sustainability into the specifics.

— David Sweet, Dean of the Levin College of Urban Affairs at Cleveland State University, and master of ceremonies at SCS 2000

## Support for the vision

What you intend to do here is to visualize our county and region as a sustainable community and to create through this conference a viable sustainable community agenda for Northeast Ohio. I think we have the people in the room who have the capacity to do just that. And I want you to know that as you move forward you do have partners and supporters in the Cuyahoga County Commission seats to take that plan and turn it into something that actually gets implemented.

— Cuyahoga County Commissioner Jane Campbell, welcoming remarks at SCS 2000

# The symposium agenda

Sustainable Communities Symposium 2000  
Cleveland State University  
Convocation Center  
May 11-12-13, 2000

### Thursday, May 11, 6-9 p.m.

#### Opening session

Welcome – *Philmore Hart*, American Institute of Architects Cleveland Chapter and SCS 2000 Planning Committee chair

Keynote presentation – *Greg Watson*, program director for the Massachusetts Renewable Energy Trust and former director of the Dudley Street Neighborhood Initiative in Boston

Symposium introduction – *Gary Lawrence*, president of Sustainable Strategies and Solutions, Inc., and former planning director of the City of Seattle

#### Symposium reception

The lecture and reception were presented in collaboration with the Cleveland Green Building Coalition's "Redesigning Cleveland for the 21st Century" speaker series.

### Friday, May 12, 8:45 a.m. to 5 p.m.

#### Plenary session

Welcome

*David Sweet*, dean of the Levin College of Urban Affairs, CSU

*Jane Campbell*, Cuyahoga County Commissioner

"Why we're here: The thought and practice of sustainability" — *Gary Lawrence*

"What we value in Northeast Ohio" — Visual presentation by the Architecture and Urban Design Working Group

"Process and priorities: Overview of SCS 2000" — *Phil Hart*

#### Presentations of the Working Groups

Architecture and Urban Design

*Paul Alsenas*, Cuyahoga County Planning Commission

*Paul Volpe*, City Architecture

*Ruth Durack*, Urban Design Center of Northeast Ohio, KSU

*Carol Thaler*, Cuyahoga County Planning Commission

*Patty Stevens*, Schmidt Copeland Parker Stevens

Business and Economics

*Chris Cole*, Venture Lighting International

*Lisa Hong*, Sustainable Business Council

Health

*Merle R. Gordon*, Cleveland Councilwoman, Ward 15

Infrastructure

*Chris Swift*, Baker & Hostetler

*David Goss*, Build Up Greater Cleveland

Political/Legal

*Kenneth Montlack*, First Suburbs

Consortium and Councilman, City of Cleveland Heights

#### Luncheon speaker

*Courtland Gould*, director of Sustainable Pittsburgh

#### Breakout groups

Refining the actions agendas of the Working Groups

Architecture and Urban Design

Infrastructure

Business and Economics

Political and Legal

Health

Neighborhood Actions

#### Poetry for Sustainability

*Ray McNiece*, National Slam Poetry Champion

#### Reports of breakout groups

#### Response and wrap-up

*Gary Lawrence*

### Saturday, May 13, 9 a.m. to noon

#### Plenary session

Welcome

*U.S. Congressman Dennis Kucinich*

"Transit and livable communities"

*Joe Calabrese*, general manager of the Greater Cleveland Regional Transit Authority

"The LTV Experience"

*Mark Tomasch*, Public Affairs, LTV Steel Company

#### What's sustainable?

Perspectives from stakeholders in the region

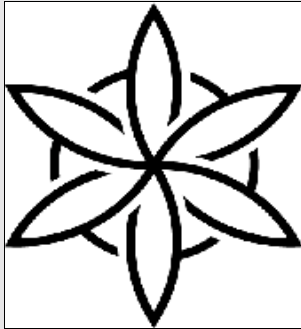
#### Next steps

A community discussion on implementation

#### Wrap-up

*Gary Lawrence*

#### Ceremony to ratify SCS 2000 agenda



## What is a sustainable community?

- Communities in which the majority of residents, rich and poor, link their future to that of the community as a whole.
- Places where people, if they have a real choice, choose to stay rather than leave.
- Places where people will fight for the community's future rather than flee.

## Some key concerns of sustainability

- Limits – growth in number of consumers and rates of consumption.
- Exacerbation of inequality between classes on both moral and security grounds.
- Depletion and/or contamination of certain non-renewable resources.
- Rates of change that make it impossible for nature to adapt or for us to understand the unintended consequences of the change.
- Increasing ideological, cultural, and class conflict that makes progress slow or impossible.

— Gary Lawrence

# The thought and practice of sustainability

*SCS 2000 was fortunate to have Gary Lawrence, the former planning director of the City of Seattle, as a main speaker and advisor. Lawrence is currently president of Sustainable Strategies and Solutions, a consulting firm that helps governments and organizations around the world think strategically about adopting more sustainable practices. Current clients include the Organization for Economic Cooperation and Development (Paris), World Business Council on Sustainable Development (Geneva), European Academy for the Urban Environment (Berlin), the U.S. Government's National Oceanic and Atmospheric Administration, American Chamber of Commerce Executives, Global Environment and Technology Foundation and Discovery Institute.*

*On pages 6-9, we print edited excerpts from Lawrence's talks at SCS 2000.*



Today's objectives are four-fold. One is to get a better understanding collectively of the challenges facing the region. Northeast Ohio, like every metropolitan area in the world, is facing circumstances that, if we had a choice, we probably would not choose to face. Our past is catching up to us in many ways. So it's important to really grasp the nature of the issues that confront us.

The second objective is to understand better the tremendous amount of activity that is already underway to move the region to a more sustainable future. The commissioner [Cuyahoga County Commissioner Jane Campbell, the previous speaker] already mentioned that local governments and the non-governmental sector are already doing extraordinary things. The neighborhood associations, the environmental groups, the business associations, are all making progress. And it's important to understand that and to think about it contextually – how these activities fit together and how they might leverage one another.

The third objective will be to react to the draft plans of the Working Groups that have led up to this symposium. I'm really excited that you have a bunch of people in this community who have created a tremendous gift for Northeast Ohio – the body of thought that went into the Working

Groups.

And the last objective is to discuss the potential benefits of a broader-based coalition that will work towards sustainability and promote change more rapidly.

## Planning is political

You need to know – and here I'll expose my biases – that I believe planning is the most political thing a society does. The issues that we take on in planning are issues of allocation of opportunity, allocations of wealth, the deciding of who has mobility and who doesn't have mobility, who has the benefits of infrastructure investments – all of which are important political questions.

Sustainability, then, is a political choice. Every day we learn more about techniques that will improve our communities, but, in my experience, knowing the right thing to do and choosing to do the right thing are entirely different. In many cases we know what to do, but we choose not to do it. Given the circumstances, the choice not to do can seem rational in the short term, but in the long term it's often irrational.

## Basic conflicts

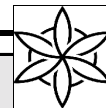
One of the critical issues in the discussion about sustainability is the debate between optimism and pessimism. I don't think you can become a more sustainable society by being pessimistic and focusing on things to avoid. You have to be striving for something. It's human nature – aspiration is a much greater motivator of change than guilt or fear. If you are not striving, you are probably not making progress.

Faith versus doubt is another important issue. And I'm not talking about this in a religious sense but in the way the physicist Richard Fineman talks about having the capacity to doubt what you know so you are willing to learn new things.

Many people are so certain of the information they hold that it constitutes an act of faith. But the phrase, "I don't know, what do you think?" may be the most powerful phrase in sustainability, because it's only through that phrase that we learn and change.

An openness to doubt often runs up against the tyranny of experts. This is a Michael Tracy idea

If we are to govern ourselves with sustainability in mind, we need to understand Einstein's definition of insanity, which is, "Doing the same thing over and over while expecting a different result."



that the people most invested in the status quo are experts, because once things change they are no longer experts. You see all sorts of public institutions and community leaders clinging to the past. They are experts about what used to be, and they fight to preserve that old reality when things have changed dramatically.

Then there's the issue of equity versus equality. It's a big issue, both internationally and nationally, because the idea of sustainability includes both equality – the fair opportunity to compete and participate – and questions about the distribution of wealth and resources.

Another key issue is market freedom versus market constraints. This relates to the question of how we capture costs. People will say that the market is the best way to distribute scarce goods and services. And that's probably true, given the circumstances that we face today. The difficulty is that the price of a product often doesn't capture its true costs. Take the example of gasoline. We have been whining about the rise of gas prices at the pump. Well, the Defense Department says that about 30% of its \$350 billion annual budget is dedicated to maintaining security and supply lines for foreign supplies of oil. That doesn't show up at the gas pump; it shows up in your income taxes. It's a hidden cost that is difficult to make part of our choices. So getting the price right is very important.

### **Sustainability as a context for decisions**

I think that there are a variety of ways to view the idea of sustainability. One way is to think about it as a context for decision-making. Sustainability suggests that we need to start asking better questions and thinking more broadly before we start deciding what to do.

An illustration of this is the game of Whack-A-Mole. A person is given a mallet and is supposed to whack down the head of a mole that is sticking up through a hole. When you whack down one mole, another pops up somewhere else on the board. The object of the game is to see how many moles you can whack down in a certain amount of time.

Well, that's how we take on public policy issues in this country. We have one agency that whacks down its mole, and then when another mole pops up it walks away from the game saying, "It's not my responsibility. That's a finance issue. That's a public works issue. Whatever."

One of the ways to think about sustainability

is having more people at the table and whacking down more moles at the same time. The game of Whack-A-Mole is a very good device to cause you to ask whether it's possible to redefine your problems so that you are dealing with more moles.

The movement for sustainability is actually a moral battle about the future of the community – who benefits from change, who is a full participant, who has the right to a healthy lifestyle.

### **Ends and means**

It's also important to understand the difference between ends and means. In sustainable development, for instance, economic development is never legitimately an end in itself. Economic development exists in order to improve the lives of people in society. Economic growth is great if it adds value, such as the jobs that people need. But

growth that depletes value from society is questionable.

### **Scale**

Another thing that's really important is getting the scale right. In our society we have institutional boxes – counties, cities, metropolitan planning organizations, and so on. And whatever the problem is, we try to stuff it into the existing institutional boxes. It sometimes works, but seldom works very well.

The issue for sustainable development is getting the scale right, so that the response actually matches up to the size of the problem. Regional transportation, for instance, can only intuitively and rationally be understood at the regional level. The sequential planning of transportation infrastructure within one community doesn't lead to a system that works. So getting clear about what it is you are trying to accomplish and getting the scale right are big problems.

### **Risk**

If we are to govern ourselves with sustainability in mind, we need to understand Einstein's definition of insanity, which is, "Doing the same thing over and over while expecting a different result."

For example, we know what doesn't work in terms of metropolitan development, but we continue to do those things because those are the things we know how to do. Now for sustainability to work, we actually have to open up ourselves to the recognition that some of the stuff that we are doing probably isn't in anybody's interest. This raises a critical issue for the relationship between communities and their institutions. In almost all public institutions it's much safer to continue to do things that we know don't work than it is to try something new.

The price of mistakes in the public

## **Jobs we'd like to see in Cleveland**

*Below is an actual job listing advertised recently by the City of Seattle.*

### **Urban Sustainability Strategic Advisor**

Salary Range: \$55,353 - \$74,709

Primary duties: Urban sustainability is a relatively new initiative in the Strategic Planning Office. This senior level position is responsible for shaping the City role in furthering the concept of urban sustainability articulated in the City's 1994 Comprehensive Plan. This position will be responsible for leading and coordinating the City of Seattle's new Seattle Urban Sustainability Initiative. The goals of the initiative are to create programs within the City that anticipate problems and create long-term solutions that consider social, economic, and environmental factors; support current efforts to promote innovation at all levels within the City; and carry out and expand on the sustainability mandate of the City's 20-year Comprehensive Plan, eventually producing a culture change within the City that uses urban sustainability as a foundation for how the City conducts its business. This position will have the lead role in establishing and coordinating an interdepartmental review of activities that the City has already undertaken to promote urban sustainability in various aspects of public and private behavior and to define new areas where additional City activity toward urban sustainability is required.

institutions is really high, particularly when mistakes are reported in the media. I once was asked by a reporter, "What's the difference between the private sector and the public sector?" I said, "In the private sector when I make mistakes, they affect my profit and I bury them – I learn something and move on. When I was in the public sector as planning director, however, when I made a mistake my wife and my friends got to read in the newspaper that I was an idiot."

Everybody makes mistakes, and you are going to have to cut people some slack because we don't really know exactly how to make ourselves more sustainable. We are going to have to try a bunch of stuff, much of which won't work. So a higher tolerance for mistakes, I think, is an important part of this.

### Commitment to a place

People struggle with definitions of what sustainability is. In my work with the National Association of Counties, I developed not a definition but a way to think about the problem. And that is, a sustainable community is one where the majority of the residents, rich or poor, actually thinks their future and their progress is linked to the future of that place. It's a place where, if they have a real choice to stay or go, they will choose to stay and fight for the future of that place because their identity and the identity of that place are linked. A critical element: Without ownership of the place, the ability to stay and fight for a more sustainable future goes away.

### Backing into the future

So what's this whole thing about? Like most places, Northeast Ohio is mostly backing into the future. It's heading towards the future backwards because people are focused on avoiding mistakes instead of affirmatively moving forward.

The future is random and chaotic, although it's constrained by the choices that were made in the past. Things keep changing, and you keep sort of reacting and drifting towards a future that you may not want. So the future you are likely to get may be very different than the future you prefer.

Of course, one of the hardest questions any society faces is figuring out what future it prefers. What constitutes a better place than the

place that you are likely to get if you do nothing?

So you are constantly intervening and applying all sorts of efforts – well intended and

sometimes thoughtful. You are making transport solutions, environmental health measures, and economic development and human service programs. You are applying pressure on all sides of the equation. And you end up canceling each other out in many instances or not leveraging existing assets.

What sustainability is about, in part, is trying to align all those things you are currently doing so you

nudge the society away from the future you are likely to get and toward the future you want. That's what this whole effort is about. Can Northeast Ohio imagine itself as better than it is today? What constitutes better? And is being better enough reason to align your forces working more comprehensively to nudge society into a better future?

### Sustaining joy

One last thing, in my work on sustainable development with communities all over the world there is one point of tremendous confusion: people think that being serious and being solemn is the same ideal.

These are really serious issues we are facing, but we don't have to be so damned solemn. There is only a small subset of human society that is looking for additional ways to suffer. But most of the meetings and discussions about sustainable development that I have been involved in would qualify as suffering. It's typically a bunch of morose people saying, "woe is me," and blaming everybody who is not in the room.

The people you need to have at this discussion are the people who have choices about whether to come back to the meeting or not. And if it's not at least a little joyful

and interesting and fun, those people won't come back. So embark on this discussion with great seriousness, but try to have some fun.

One of the end goals of human life ought to be joy. If we can't sustain some joy in our society, then sustaining our society probably isn't all that good of a thing to do. □

What sustainability is about is trying to align all those things you are currently doing so you nudge the society away from the future you are likely to get and toward the future you want.

A sustainable community is one where the majority of the residents, rich or poor, actually think their future and their progress is linked to the future of that place.

## Fraying ecosystems in an unsustainable world



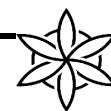
According to a recent study by a worldwide team of scientists:

- Half of the world's wetlands were lost last century.
- Logging and conversion have shrunk the world's forests by as much as half.
- Some 9 percent of the world's tree species are at risk of extinction; tropical deforestation may exceed 130,000 square kilometers per year.
- Fishing fleets are 40 percent larger than the ocean can sustain.
- Nearly 70 percent of the world's major marine fish stocks are over fished or are being fished at their biological limit.
- Soil degradation has affected two-thirds of the world's agricultural lands in the last 50 years.
- Some 30 percent of the world's original forests have been converted to agriculture.
- Since 1980, the global economy has tripled in size and population has grown by 30 percent to 6 billion people.
- Dams, diversions or canals fragment almost 60 percent of the world's largest rivers.
- Twenty percent of the world's freshwater fish are extinct, threatened or endangered.

Source: *Guide to World Resources 2000-2001: People and Ecosystems: The Fraying Web of Life*, published by the United Nations Development Program (UNDP), the UN Environment Program (UNEP), the World Bank and the World Resources Institute (WRI).







# Themes of the discussion

One of Gary Lawrence's roles at the symposium was to be an observer of the proceedings and then reflect on what he heard. Here are his observations after the all-day session on Friday, May 12.

**Engaged citizens:** There is really a lot of valuable stuff going on in this meeting. People have not waited for permission. They haven't gotten stuck in definitional battles of what is sustainability and what's not sustainability. They are just out there doing things. And that's incredibly important because the energy for this is going to come from the communities. Sustainability, everywhere it's happening, not only has to be enabled by public institutions but it has to be the cause of the citizens of the region. If it doesn't matter to the people, it just won't happen. And it seems to matter here.

**Make better use of natural capital, the built environment, and human potential:**

There needs to be a more efficient use of the existing resource base in the community and the nurturing of that resource. And by resource base I mean the natural capital, the built environment and the human potential. Natural capital – the lake, nature, rivers and streams — is an extraordinarily valuable



part of creating a more sustainable community. Your built environment is another asset. You have some of the most extraordinarily beautiful buildings in your downtown

that exist in any urban place in America. In that respect, you were fortunate to have had an economic lull and no money when everybody else is ripping those things down and putting up glass buildings. So you have got a very important stock of buildings that define this community in a visual way and that can form a basis of ongoing urban redevelopment. You also have a solid infrastructure base that can be utilized much more effectively than it is today. And most important, you have an incredible resource of human potential – the capacity of people in this community to rise up and change things. Today, a lot of human potential is not realized, whether through poor education, lead poisoning, or other problems. By wasting human potential you are wasting the most valuable thing you have in your community. Indeed, the only natural resource that actually grows with its

use is human intellectual capacity. Everything else gets changed or depleted.

**Making sustainability the organizing principle:** Another thing that you have that's really important is experience. You have been through a lot together over the last few decades. You learned how to get things done. The question is whether the idea of sustainability is something that can be an organizing principle as important as cleaning up the river and the other more visible things that are thrust in the middle of your life. The idea of sustainability is a little vague and harder to identify. In a similar way, environmental progress is much more difficult now because the things that matter most, such as persistent toxic chemicals, you can't see or smell.

**Business commitment:** As a resource in this work, you have incredible business capacity here. The business community is shrewd. They have been struggling to make it. In my experience in working with the business community here, they are invested in the future of this place in a more emotional way than most business communities are. They think of Cleveland as their place, not the place that they are in. That's a very important difference.

**Memory:** Another important resource to nurture and grow is memory. We saw very powerful presentations this morning about the visual history of Cleveland, and these are important because they ground you in who you were as you are considering what portions you want to carry into the future as you are becoming a new society. On the other hand, it's also important to recognize that change is the status quo. Stasis is unusual. And so as you are thinking about all these issues, you are going to have to adapt them to the change. Holding onto the past too tightly will constrain you in ways that will probably be harmful to your efforts.

**Understand the opposition:** There seems to be a belief here that the rules that reward unsustainable behaviors need to be changed. That's a hard thing to do. The entire U.S. tax system is full of perverse incentives that make it entirely rational to do unsustainable things. But you have to hold in your mind that everybody involved in these things is behaving rationally from his or her own perspective. It may look irrational to you, but it's rational to them. And if you just sit back and declare them to be irrational without understanding what's motivating their behavior, the ability to create the dialogue necessary to agree on a different path goes away.

**The region is key:**

Another theme I hear is that a regional approach is no longer just an interesting idea, it's a necessity if we are going to be successful in addressing the issues that confront us today. It's not optional any more.

**Coalitions are necessary:** The next theme is that change is much less likely if there is not a broad-based coalition of individuals who are willing to combine their passions to a common end. All the changes involved in a plan for regional sustainability are going to require a committed constituency willing to act politically to get what it wants. Most of this is not going to happen because it's the right thing to do. It's going to happen because people have decided things need to change and have organized the coalition that's necessary.

**Moral leadership:** In all the discussions I've heard during the past few days, I've noticed a feeling that the lack of a clearly defined leader is a barrier to success. And I have to say that I think that's true in part. The movement for sustainability is actually a moral battle about the future of the community – who benefits from change, who is a full participant, who has the right to a healthy lifestyle. It's not just a bunch of techniques we apply, it's the creation of a preferred society. And you need moral leadership for such things. Now that doesn't mean you need a single leader. It does mean, however, that the coalition created to move this forward needs to start refining its language and its partnerships to move beyond the technical to the reason that we are all here. Urban places exist not just as places to put interesting buildings or to aggregate infrastructure, they exist in order to increase the possibility that every human has a chance for a better life.



So you are going to need to start thinking about these issues in a new way. Most communities and most activists are much more comfortable treating these as

though they are political problems as opposed to moral or ethical problems. But if you are unable to ground it in an ethical commitment to the future, I think your energy will wane and you will be much less convincing. □

Gary Lawrence can be reached at Sustainable Strategies and Solutions, 1535 NE 90 St., Seattle, WA 98115, (206) 979-9842, e-mail: jgarylawrence1@home.com.

# Building communities, working with nature

The following three articles are adapted from the presentation of the SCS 2000 Architecture and Urban Design Working Group, chaired by Paul Alsenas of the Cuyahoga County Planning Commission and Paul Volpe of City Architecture. The working group's priorities are on page 13.

## Building for community and convenience

- Range of housing options
- Mix of uses
- Clusters of density
- Variety of public spaces
- Options for getting around

By Ruth Durack

Comfort and convenience have been central motives of all or much of human invention, and we certainly have come an awfully long way since we had to till the fields to get a loaf of bread. But the price we have to pay for all the wonderful comforts and conveniences of modern life is becoming intolerable – with loss of environmental quality, aesthetic decay, the destruction of resources, social and economic distress, inequality and injustice, and, most of all, the

loss of community and connection to other people and to the places that we inhabit.

So a key priority in the Architecture and Urban Design Working Group was to find a better balance between our natural drive for convenience and the less obvious, but just as compelling, need for community. And it doesn't mean giving up on any of the magnificent achievements of modern life. It means providing more options and alternatives to the fastest, easiest, most convenient ways.

We boiled down the options for building community and convenience into five key elements: range of housing options, mix of uses (housing, shopping, work places), clusters of density, variety of public spaces, and options for getting around.

In terms of housing options, we are not saying we need to reject the detached single family house, but we need to increase the variety of available alternatives – twins, duplexes, triplexes, apartments, and condominiums – all of which can coexist quite successfully to create more socially and economically integrated neighborhoods.

And we need to mix land uses in these neighborhoods to provide the convenience of nearby services and entertainments and a more seamless integration of living and working.

With respect to density of building, we are not saying that density is an unqualified benefit that needs to be maximized everywhere. But for those of us who can't afford or wouldn't choose to live a gracious country lifestyle, we need to offer a range of different densities clustered in locations where the density of the design makes sense economically and

environmentally.

Similarly, we need to provide a variety of public spaces, including places where we can participate in cultural rituals of our community and less formal kinds of social gatherings and activities – activities as simple as sitting in the sun, playing in the park, or stealing a private moment with special friends. We need spaces that bring all kinds of people together.

Finally, we need to offer a variety of options for getting around. Public transit is obviously high on the sustainability agenda, but we mustn't lose sight of more modest imperatives like the need to provide attractive and unobstructed sidewalks or safe and well-maintained bikeways. For those of us who are not quite up to the rigors of such physical activity, we need to step up research and development of alternative fuels and new approaches to reducing private auto use.

So how do we make all this happen? We offer for discussion five directions for architecture and urban design.

First, we need greater flexibility in building and zoning codes to allow a wider range of housing options and more integrated mixes of uses.

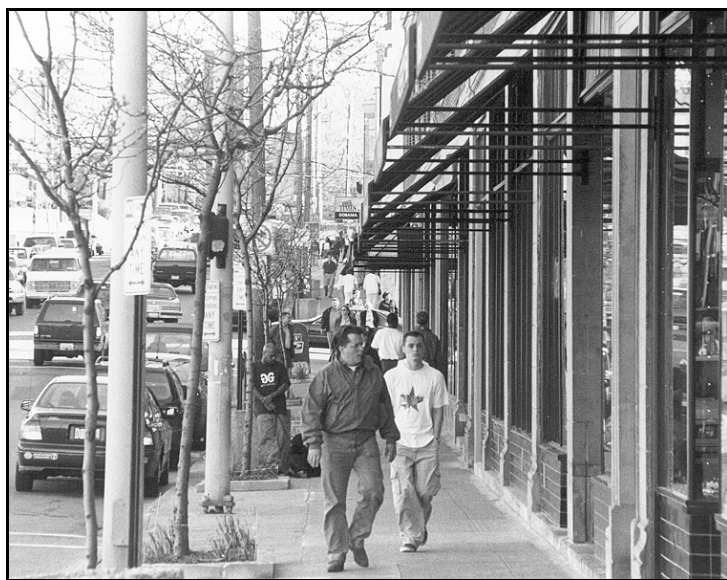
We need to design more flexible building types – buildings that can adapt to new uses and changes over time.

We need to focus on the quality of the public realm, creating a rich mix of quality public places where community can flourish.

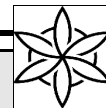
We need to invest in transportation alternatives, which means not only putting money into transit, sidewalks, bike paths, and so on, but also supporting the development of transportation technologies and management alternatives.

And perhaps most important, we need more collaboration, not just among designers and planners, but among sociologists, scientists, artists, developers, financiers, politicians, and community residents – a whole litany of people involved in making decisions about human habitation. □

Ruth Durack is director of the Urban Design Center of Northeast Ohio.



Mixed uses: The Coventry Road commercial district in Cleveland Heights offers a walkable mix of stores, housing, and offices.



Greenways along rivers: Biking along the Canal Towpath Trail in the Cuyahoga Valley.

## Working with, not against, nature

- Solutions grow from place
- Work with living processes and living landscapes
- Make nature visible; ecological accounting informs design
- Everyone is a designer – interdisciplinary collaboration

### Opportunities in Northeast Ohio

- Public realm improvement initiatives
- Trail and greenway projects
- Lake and waterfront regeneration and revitalization
- River and stream restoration
- Regional cooperative efforts
- Brownfield reclamation

By *Patty Stevens*

Another priority of the Architecture and Urban Design Working Group was to work with nature – to think about what it really means to do that. We need to appreciate that nature is more than a backdrop or a setting for architecture and urban design. We need to develop a partnership with nature and find ways to work together for our benefit and nature’s benefit.

This requires a regional approach. The political boundaries that are often arbitrarily drawn on a map really do not apply when we think about an ecological approach to designing our community. Northeast Ohio has expressed its relationship with nature in a variety of forms – from the leftover sites within our dense urban areas to rural areas and even wilderness areas. It’s up to us to identify how we want to approach these areas and learn from them.

To work with nature, we need to understand what our ecology is, what our climate is, what our soils are, what our geology is, how drainage works every time we put up a building – to work with living processes. For example, we can restore streams by reintroducing natural meanders, riffles and pools, rather than channelizing streams with a more conventional engineering approach.

In urban areas it’s often hard to experience a natural setting as part of our day-to-day lives, so we need to make nature more visible, reconnect ourselves with the natural elements around us. And there are wonderful examples of this going on in our community, as organizations find lost and leftover pieces of land. There is the Cleveland Metroparks’ new Canal Reservation in the heart of Cleveland’s industrial core. There are places like West Creek in the Parma area. If we can provide public access to these pieces of land, we can connect people to their environment.

A number of other cooperative efforts are making progress – efforts like the Public Realm Plan that was done as part of the Cleveland’s Civic Vision, waterfront initiatives, trail and greenway efforts, EcoCity Cleveland’s *Bioregional Plan*, the Countryside Program, an initiative by the park districts from eight counties to identify open space and natural areas. Our challenge is to begin to pull some of these efforts together.

All this requires a great deal of collaboration. A single group or discipline can’t reshape architecture and urban design in our community. We all need to be designers and make those design decisions part of everyday choices. □

*Patty Stevens is a principal with the design firm Schmidt Copeland Parker Stevens.*

## 10 Guiding Principles for a sustainable Lake Erie watershed

Activities in the Ohio Lake Erie watershed should:

1. Maximize reinvestment in existing core urban areas, transportation, and infrastructure networks to enhance the economic viability of existing communities.
2. Minimize the conversion of green space and the loss of critical habitat areas, farmland, forest and open spaces.
3. Limit any net increase in the loading of pollutants or transfer of pollution loading from one medium to another.
4. To the extent feasible, protect and restore the natural hydrology of the watershed and flow characteristics of its streams and tributaries.
5. Restore the physical and chemical habitat of the watershed to protect and restore diverse and thriving plant and animal communities and preserve our rare and endangered species.
6. Encourage the inclusion of all economic and environmental factors into cost/benefit accounting in land use and development decisions.
7. Avoid development decisions which shift economic benefits or environmental burdens from one location to another.
8. Establish and maintain a safe, efficient, and accessible transportation system that integrates highway, rail, air, transit, water and pedestrian networks to foster economic growth and personal travel.
9. Encourage that all new development and redevelopment initiatives address the need to protect and preserve access to historic, cultural and scenic resources.
10. Promote public access to and enjoyment of our natural resources for all Ohioans.

— *Lake Erie Protection and Restoration Plan 2000*  
by the Ohio Lake Erie Commission

## Growing smart

- Growing smart — for economy, environment, and community.

- Recycle buildings and developed land — Set priorities, provide incentives, see redevelopment as an opportunity for environmental restoration.

- Preserve greenspace and farmland — Convert vacant land to permanent open space, support local, organic agriculture with urban markets, permanently protect natural resources through public land purchases.

- Build in appropriate locations and in appropriate densities — Intensify, diversify, balance conservation and development, manage utility extensions.

- What can we do better? — Measure success by what is restored, preserved and built; “anticipate and prevent” rather than “React and cure;” think outside of the “zoning box.”

*By Carol Thaler*

A lot of people, from environmentalists to builders, are saying that we need to “grow smart.” But we don’t always do that in Northeast Ohio.

As a result, the tax burden on maintaining existing infrastructure is pretty enormous. We are just now feeling the effects of maintaining all the infrastructure built since World War II, and communities are desperate for maintenance money. We have built so many schools that we don’t know quite how to fund them. Polluted runoff from ever-increasing paved areas affects water quality, and the ever-increasing amount of vehicle miles traveled is damaging our air quality. We are losing our cities, and we are losing our countryside.

What can we learn from other metropolitan areas and apply in Northeast Ohio? First, we need to recycle buildings and developed land. In Maryland, they have established priority spending areas where the state targets its limited resources to support the maintenance of existing cities and towns. In Ohio, we need to redirect incentives, perhaps reverting back to the original intent of the state’s enterprise zone and tax

abatement policies to help businesses locate in previously developed areas and use existing infrastructure.

We also need to recognize the environmental restoration opportunities in every redevelopment project. In Toronto, every project is seen as a way to reconnect with the environment and restore streams or some other natural processes. In our region, we need to preserve green space and farmland. We need to reclaim some of our vacant urban land as permanent greenspace.

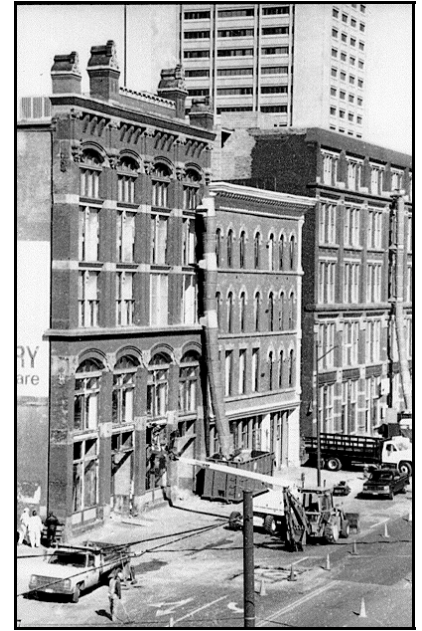
One of the biggest reasons people cite for moving out of the city is a desire for more room. If we can provide access to greenspace in the cities, people will choose to come back. To protect open spaces, we can again turn to the state of Maryland as a model. Maryland has a pot of money set aside to purchase land that has been locally nominated for permanent protection. To preserve farmland, we need to support local, organic agriculture with urban markets.

People need to eat, and if we can eat the things that are grown near to us, we can save energy and transportation costs, as well as preserve our rural landscapes.

The flip side of land protection is building in appropriate locations and at appropriate densities. We need to balance conservation and development. Some sites lend themselves better to development than others, and so we need to be able to purchase the development rights or transfer the development rights off of pieces of land that don’t lend themselves to development and find ways to preserve them. Then when land is developed we need to look at creative ways to intensify without overcrowding — add diversity of land uses so we can simplify our lives a little and cut down on the amount we have to drive. In addition, we can do a better job managing utility extensions in ways that will save on the costs of building and future maintenance.

In many ways, we can measure our success by what is restored and preserved, as well as by what is built. Sometimes we seem to grab onto the number of housing starts as a measure of progress. It would be great if we could also consider the number of acres preserved or how many buildings were restored. We need to anticipate and prevent bad things from happening rather than react and cure. We can’t just keep going ahead and doing things the way we’ve always done them and hope that technology will provide an easy fix in the future. □

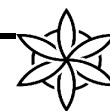
*Carol Thaler is a planner at the Cuyahoga County Planning Commission.*



**Preservation at work: Rehabilitating buildings in the Warehouse District**



**New housing close to the urban core: Front porches, shallow setbacks, and good sidewalks make Central Commons a walkable neighborhood.**



# Priorities for architecture and urban design

In terms of how architecture and urban design can help Northeast Ohio become more sustainable, SCS 2000 participants arrived at three overall consensus priorities for change:

- Provide information and education to encourage and facilitate sustainable design in communities as a whole.
- Provide creative, diverse incentives from the public and private sector to enhance sustainable design and development opportunities.
- Create community-inspired policies that reflect sustainable values and that guide regional design and development.

Following are priorities presented at SCS 2000 by the Architecture and Urban Design Working Group:

## **Build for community and convenience**

Provide a range of housing options and public spaces, mix uses in appropriate densities, and make streets walkable, bikeable and transit-friendly.

- Adopt transit-oriented development concepts (appropriate density, mixed uses, and transit).
- Adopt flexible building and zoning codes.
- Provide sidewalks along every street; pedestrian links between land uses.
- Create a regional bike trail system.
- Invest in, improve, and increase public transit.
- Create mixed-use zones with housing, shopping, and work places.
- Preserve historic buildings and neighborhoods.
- Promote in-law suites, co-housing, apartment living.
- Build community gathering places.

## **Work with, not against, nature**

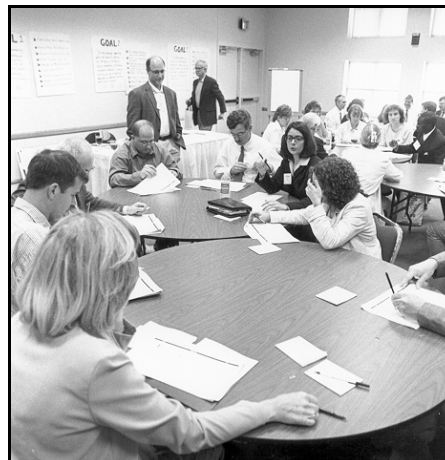
Design buildings to use renewable, restorative resources; use nature's design intelligence as a partner; and make natural processes and cycles visible.

- Use locally produced, renewable, non-toxic, and biodegradable "green" building materials.
- Reduce use of non-renewable resources – use pavement heat pumps, photovoltaic systems, wind turbines.
- Create incentives for businesses to become clean and green using closed-loop production and benign manufacturing processes.
- Restore and create wetlands to manage water problems.
- Manage urban stormwater runoff and other nonpoint sources of pollution.
- Promote use of native plants.
- Promote urban gardening.
- Practice stream restoration; uncover culverted streams.

## **Grow smart**

Recycle buildings and developed land, preserve green space and farmland, and build in appropriate locations and at appropriate densities.

- Create monetary incentives for recycling buildings and developed land.
- Convert vacant urban land to permanent green space.
- Use Location Efficient Mortgages to promote urban living where homeowners use transit.
- Support sustainable, organic, local agriculture through farmers' markets.
- Preserve prime farmland.
- Manage utility extensions.
- Establish an Urban Growth Boundary to define appropriate areas for growth.



**Symposium breakout group for Architecture and Urban Design.**

Sustainable development means finding economically and environmentally sound approaches to development. Are there environmentally sound ways to meet basic human needs? The key to me is taking the whole systems perspective, to not just look at the short term, but to step back and see systematically how the pieces fit together so that you can find the compatible path between economic development and environmental quality.

— Greg Watson,  
keynote speaker at SCS 2000

# The greening of business

*On pages 14-15 are edited remarks from the presentation of the SCS 2000 Business and Economics Working Group, which was chaired by Chris Cole of Venture Lighting. The group's recommended priorities are on page 16.*

## Involving local business

*By Chris Cole*

A major challenge for us today is to get business involved as a stakeholder in the creation of sustainable communities and the development of sustainable business practices and enterprises. We had many discussions in our working group about how to motivate and connect with the business community of Northeast Ohio.

There are three things that we think are important to know about business. First, business is the engine of economic change. Second, business is driven not only by profits but also by cost reduction, market position, and vision. And third, a business' vision and economic measures of success are set by the executive group.

To get business to the table, the sustainability message has to be heard by the people who can cause change, namely the executive group. Through networking and personal contacts we have to be able to explain why a focus on sustainability will help their company, fit their vision, reduce their costs, or give them a competitive advantage. How do you convey this message? The message has to be simple, credible, relevant, timely, and it has to be in small steps because sustainability is a long process.

There are some obvious barriers to this process. Some of the biggest ones are

We have to recognize that we've reached a watershed in the economy, a point at which "growth" and profitability will be increasingly derived from the abatement of environmental degradation, the furthering of ecological restoration, and the mimicking of natural systems.

— Paul Hawken, *The Ecology of Commerce*



**High-tech steel mill: A focus on sustainability can help businesses adapt to rapidly changing conditions, while reducing environmental impacts.**

organizational barriers, such as communicating to people who are unable to act on it. And then some companies are simply averse to changing. They consider things to be high risk, and they get locked into stagnation. Or there are regulatory barriers, such as existing incentives or obsolete old standards that were originally designed as a floor but have become a ceiling to progress. There are informational barriers, including lack of accurate and up-to-date information about the availability of more sustainable practices. There is capital misallocation, which may result from different financial perspectives of the engineer and the executive group. And then there is the problem of false price signals – the marketplace not counting for all the costs of business activity.

A number of local organizations have worked to break down these barriers during the past 20 years. These include Build Up Greater Cleveland, the Environmental Assistance Center at Tri-C, and the Cleveland Advanced Manufacturing Program (CAMP). Many of these organizations are involved in

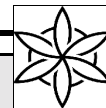
communicating new business concepts and job training. Communication and education are the best strategies to overcoming all the barriers to transforming business. □

*Chris Cole is with Venture Lighting Inc.*

## Broadening the base

*By Lisa Hong*

Our working group activities have been part of an ongoing process of involving local businesses in environmental and sustainability initiatives. We are interested in linking together and building upon the good work already being done. Such initiatives include CAMP, the Small Business Environmental Assistance Center, Shorebank Enterprise Group, Cuyahoga County Solid Waste District, Battelle Environmental Technology Commercialization Center, Church in the City Reindustrialization Initiatives, Ohio EPA's Pollution Prevention Program, U.S. EPA's Sustainable Industries, Ohio Department of Development, Earth Day Coalition's Clean Cities Program, and companies such as Rockwell Automation,



Venture Lighting, American Greetings, Edward Howard, and Burgess and Burgess.

About two years ago, the Center for the Environment at Case Western Reserve University convened interested organizations, companies, academics to develop a plan for a Northeast Ohio Sustainable Business Council. We began to meet monthly to develop strategies and a business plan. Concurrently, the Ohio Environmental Council published reports of pollution prevention success stories from Cuyahoga and Lorain counties. The Sustainable Business Council and the Ohio Environmental Council then worked together to organize pollution prevention awards ceremonies in the two counties, and the director of the Ohio Chamber of Commerce was the keynote speaker at both of those events. I think he was very surprised to get the invitation. He said it was the first time he had heard the environmental community applauding progress which companies had worked very hard and spent billions of dollars to achieve.

So it was clear that interest and momentum were building for the Sustainable Business Council. The group's business plan set as its top priority the test of engaging senior level executives about opportunities and tools for creating sustainable enterprises. We felt that business leaders first needed to become invested in making changes for sustainability within their own internal operations before they'd be ready to assume a leadership role in the larger community.

Last year, the Center for Regional Economic Issues at Case Western Reserve University's Weatherhead School of Business invited the Sustainable Business Council to help develop an executive institute around the topic. So we are proud to announce that we are launching the Weatherhead Institute on Sustainable Enterprise, which will run September through December of this year. (Incidentally, our acronym for the program, WISE, was a very happy and appropriate accident.)

SCS 2000 has provided another opportunity to expand the conversation about sustainable business. The Business and Economics Working Group has involved about 30 individuals representing as many organizations and companies to develop an action agenda.

### Local priorities

Our first goal is to encourage sustainability as a regional economic development tool. That consists of expanding business expansion and retention efforts to include sustainable "quality of life" benefits in addition to consideration of cost and availability of workers. Second, we want to link sustainable businesses with workforce education issues.

We also want to develop an environmental business technology cluster. There is a great opportunity, billions of dollars worldwide, in this industry, and we think we have the right components in the community here. Let's bring them together and see what we can do.

Another goal involves promoting the reindustrialization of the inner city. We need to address financing mechanisms, land availability, zoning issues, environmental cleanup and other issues.

Finally, we need to facilitate the greening of businesses. This will involve communicating profitable opportunities, recruiting business leaders who will champion sustainability and provide assistance with new environmental technologies.

We are excited about possibilities for the future. The process has begun to engage local business leaders. Networks are developing. We are starting to explore what it means to be a sustainable business in Northeast Ohio. □

Lisa Hong is helping to organize the Northeast Ohio Sustainable Business Council.

## Corporate sustainability

*Business leaders are increasingly turning to sustainability as an organizing principle for their companies. The corporate sustainability principles below come from Dow Jones.*

The concept of corporate sustainability has long been very attractive to investors because of its aim to increase long-term shareholder value. Sustainability-driven companies achieve their business goals by integrating economic, environmental and social growth opportunities into their business strategies. These sustainability companies pursue these opportunities in a proactive, cost-effective and responsible manner today, so that they will outpace their competitors and be tomorrow's winners. Sustainability companies not only manage the standard economic factors affecting their businesses but the environmental and social factors as well. There is mounting evidence that their financial performance is superior to that of companies that do not adequately, correctly and optimally manage these important factors.

The superior performance is directly related to a company's commitment to the five corporate sustainability principles:

- **Technology:** The creation, production and delivery of products and services should be based on innovative technology and organization that use financial, natural and social resources in an efficient, effective and economic manner over the long-term.
- **Governance:** Corporate sustainability should be based on the highest standards of corporate governance including management responsibility, organizational capability, corporate culture and stakeholder relations.
- **Shareholders:** The shareholders' demands should be met by sound financial returns, long-term economic growth, long-term productivity increases, sharpened global competitiveness and contributions to intellectual capital.
- **Industry:** Sustainability companies should lead their industry's shift towards sustainability by demonstrating their commitment and publicizing their superior performance.
- **Society:** Sustainability companies should encourage lasting social well being by their appropriate and timely responses to rapid social change, evolving demographics, migratory flows, shifting cultural patterns and the need for life-long learning and continuing education.

These principles are also the criteria by which sustainability companies can be identified and ranked for investment purposes. They facilitate a financial quantification of sustainability performance by focusing on a company's pursuit of sustainability opportunities — e.g., meeting market demand for sustainable products and services — and the reduction, ideally avoidance, of sustainability risks and costs.

As a result, corporate sustainability is an investable concept. This relationship is crucial in driving interest and investments in sustainability to the mutual benefit of companies and investors. As this benefit circle strengthens, it will have a positive effect on the societies and economies of both the developed and developing world.

Source: Dow Jones Sustainability Group at <http://indexes.dowjones.com/djsgi/index/concept.html>.

# Priorities for business and economics

Here are sustainability priorities presented by the Business and Economics Working Group.

## **Continue to develop ways to engage business in sustainability initiatives.**

- Build on activities such as the Northeast Ohio Sustainable Business Council, CAMP Inc., Small Business Environmental Assistance Center, Shorebank Enterprise Group, Cuyahoga County Solid Waste District, Environmental Technology Commercialization Center, Brownfields efforts, Ohio EPA Pollution Prevention programs, U.S. EPA Sustainable Industries, etc.
- Identify the benefits of sustainable practices for business.
- Develop programs and events to engage senior-level decision makers.
- Assess current organizational resources and networks to support individuals' and businesses' journeys toward sustainability.
- Define the proper metrics for sustainable business in our region.
- Summarize roles business plays in other sustainable community initiatives

## **Encourage the reindustrialization of the inner city through brownfield cleanup, land assembly and eco-industrial parks.**

- Define the benefits and concerns driving brownfield redevelopment and work towards solutions regarding availability of land, availability and skills of workforce, zoning, suitability of neighborhoods for transportation and delivery of materials, environmental safety, and financing.

## **Create opportunities for businesses to share resources towards creating "green" businesses and sustainable communities.**

- Establish a network for cross-discipline dialogue and problem-solving, starting with a Web site for information sharing.
- Develop sustainable business training and tools where gaps exist.
- Create a "SWAT" team of experts in research, job training, and innovative clean-up methods.
- Provide resources to help businesses with implementation – information, technology, financing, affordable

assistance. Provide case studies and benchmarking.

- Help small businesses with the technologies/resources they can't afford.
- Assist business in understanding the long-term horizon – how sustainability will influence a company's charter to operate, natural, human and financial resources over 20 years and beyond.
- Assist business in understanding that being "green" means producing less waste and can be energy efficient and cost-effective.
- Encourage companies to use sustainability to differentiate themselves from the competition in employee recruitment and retention.
- Assist companies, especially small businesses, to take proactive steps toward solving environmental challenges without increasing their risk of regulatory scrutiny.

## **Encourage sustainability as a regional economic development tool.**

- Rethink tax abatements for moving; it's a disincentive for communities and an incentive only for the companies.
- Expand primary business expansion and retention efforts to include sustainable "quality of life" benefits in addition to considerations around costs and availability of workers.
- Integrate policies/resources to facilitate land assembly, clean up brownfields, and facilitate financing.



**Neighborhood development: SCS 2000 also included discussion of neighborhood actions needed to make Northeast Ohio more sustainable. Recommendations included more funding and programs to improve the process of engaging neighborhood residents so that improvements are resident-driven and respect local conditions.**





## Sustainable infrastructure principles

*The following principles were developed by the Sustainable Infrastructure Task Force of Build Up Greater Cleveland.*

Prioritize infrastructure investments that:

- Promote long-term regional sustainable development, through the integration of economic, environmental and equity issues and concerns, that: a) improves the economic vitality of the region's urban cores with particular emphasis on leveraging investments in priority municipal/county/regional economic development programs; b) improves the quality of our region's natural environments, taking into consideration air, land and water quality; species diversification; habitat preservation; conservation and restoration of resources; and minimization of waste; and c) supports the social cohesion of communities and improves the quality of life for all segments of society.

- Preserve, rehabilitate and/or maintain elements of the existing infrastructure system.

- Enhance the total regional infrastructure network, comprised of a variety of "upstream" and "downstream" public and private facilities and systems.

- Pursue "best practices," ecological considerations and technological innovations in design, construction and operation.

- Seek the most favorable cost/benefit ratio and lowest life-cycle costs after fully considering all related economic, environmental and equity issues.

- Support consensus community, intergovernmental and public/private processes and plans.

- Ensure that each investment will be maintained, and its benefits sustained, in the long-term.

# Rethinking infrastructure

*The SCS 2000 Infrastructure Working Group had its roots in a sustainable infrastructure task force organized in 1998 by the Growth Association's infrastructure program, Build Up Greater Cleveland (BUGC). BUGC had been working for many years to promote public-private partnerships to improve the efficiency of infrastructure construction and maintenance in Greater Cleveland. Initially the effort focused on improving the capacity of local government agencies to work on a huge backlog of infrastructure needs, and success was measured in the dollar amount of projects completed. Now that some of the backlog has been addressed, it's time to ask some more sophisticated questions about the quality, impact, and sustainability of our region's infrastructure systems for transportation, water treatment, and other vital services.*

*Edited excerpts from the presentation of the SCS 2000 Infrastructure Working Group, which was chaired by Chris Swift of Baker and Hostetler, are on pages 17-18. The group's priorities follow on page 19.*

## Improving regional coordination and avoiding waste

*By Chris Swift*

Our work group was able to draw upon earlier work of Build Up Greater Cleveland's Sustainable Infrastructure Task Force, which derived some principles for prioritizing infrastructure investments [see sidebar at left]. Expanding on those principles, we came up with five general categories of things that need to be changed if we are to be more sustainable in Northeast Ohio.

The number one change item by far was regional coordination. We determined that we need to strengthen regional mechanisms to facilitate the coordination of public and private sector infrastructure, land use, environmental planning, and decision making. The state needs to help do this. For instance, the state could mandate or offer incentives to require each county to prepare a sustainable development and community development strategy.

Second, we need infrastructure policies

and programs that obtain the maximum utilization of existing systems. I think there is a common theme here that we want to avoid waste and to use what we have in the appropriate fashion.

We also recognized that Northeast Ohio has had little population growth and that expanding infrastructure and public subsidies over a wider geographic area could be wasteful, create environmental challenges, and be harmful to the older neighborhoods. Communities should continuously evaluate such trends, and their planning, zoning, and economic development plans should search for ways to move in the direction of sustainability.

We also considered the importance of infrastructure maintenance. More emphasis should be placed on maintenance in the process of investment and procurement decisions, including defining who is responsible, identifying potential revenue sources, and understanding the life-cycle cost implications of decisions. For example, when we build a road, we need to know who is going to be responsible for maintaining that road, where the money is going to come from, what materials will minimize future costs for resurfacing, and what is the right way to be approaching all this? Upcoming changes in accounting standards will require governmental entities to list their infrastructure investments as an asset and create depreciation reserves. Such changes in standards will help people understand that infrastructure is a depreciating asset that must be maintained.

The last item relates to technology. We need to develop and utilize information technology, geographic information systems, and other technological innovations to enhance the performance of existing infrastructure systems, as well as to facilitate the development of technology of companies and the technology skills of the Northeast Ohio workforce. It's going to be important for Northeast Ohio to compete with other areas of Ohio, the nation, and the world, and to do so we will need to be wired appropriately, and to be wireless as well. But we can't have people laying fiber optic cable down a road two days after the road was paved. We must have coordination of these

various infrastructure improvements.

One other point I should mention is that in our working group meetings we talked about the many things that need to change, but we also talked about what we like. We found a lot of things that we really liked about living here in Northeast Ohio. □

*Chris Swift is an attorney at Baker & Hostetler and chair of the Build Up Greater Cleveland Sustainable Infrastructure Task Force.*

## Reinvesting in the core

*By Dave Goss*

In some respects, sustainability is not a new concept in Northeast Ohio. It's what we've been doing with our infrastructure investments.

Since 1984, we've made more than \$3.4 billion worth of investments in public infrastructure projects in Cuyahoga County. If you apply the sustainability principles developed by Build Up Greater Cleveland to these projects, you find that 87% moves us toward greater sustainability.

I think we need to celebrate that. Sometimes we forget that back in the '70s and early '80s the Cuyahoga River was on fire and Lake Erie was dead. The bridges were falling into the river in the Flats. RTA was facing 20 years of deferred maintenance. The city was in default. We were tied up in court cases between the suburbs and the city on water and sewer. It was a mess.

All the investments we made in infrastructure have allowed us to stage our comeback. And over \$1.5 billion of it is underground [in water and sewer improvements]. You don't even see it. When was the last time you turned on your water and it wasn't good quality? You forget that the river and the lake are cleaned up. That isn't just an accident. It was because of these kinds of investments.

We also have looked at future investments and found that 95% of the proposed \$2.7 billion worth of investments in our Community Capital Investment Strategy for 1999-2003 also can be classified as sustainable. So we are getting even better. Of course, Cuyahoga County is a fairly developed area, and it shouldn't be surprising that most of our funds are going into maintaining and upgrading existing systems. But I sometimes think that we get preoccupied over issues like widening of interstates, and we tend to forget the major investments we have made in other areas. □

*Dave Goss is director of Build Up Greater Cleveland (BUGC), the public works infrastructure program of the Greater Cleveland Growth Association.*

# The CERES Principles

*Many of the world's leading companies and organizations have committed to following these CERES Principles. They are a useful guide to sustainability — whether for business, infrastructure development, or other activity.*

## Protection of the biosphere

We will reduce and make continual progress toward eliminating the release of any substance that may cause environmental damage to the air, water, or the earth or its inhabitants. We will safeguard all habitats affected by our operations and will protect open spaces and wilderness, while preserving biodiversity.

## Sustainable use of natural resources

We will make sustainable use of renewable natural resources, such as water, soils and forests. We will conserve non-renewable natural resources through efficient use and careful planning.

## Reduction and disposal of wastes

We will reduce and where possible eliminate waste through source reduction and recycling. All waste will be handled and disposed of through safe and responsible methods.

## Energy conservation

We will conserve energy and improve the energy efficiency of our internal operations and of the goods and services we sell. We will make every effort to use environmentally safe and sustainable energy sources.

## Risk reduction

We will strive to minimize the environmental, health and safety risks to our employees and the communities in which we operate through safe technologies, facilities and operating procedures, and by being prepared for emergencies.

## Safe products and services

We will reduce and where possible eliminate the use, manufacture or sale of products and services that cause environmental damage or health or safety hazards. We will inform our customers of the environmental impacts of our products or services and try to correct unsafe use.

## Environmental restoration

We will promptly and responsibly correct conditions we have caused that endanger health, safety or the environment. To the extent feasible, we will redress injuries we have caused to persons or damage we have caused to the environment and will restore the environment.



## Informing the public

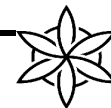
We will inform in a timely manner everyone who may be affected by conditions caused by our company that might endanger health, safety or the environment. We will regularly seek advice and counsel through dialogue with persons in communities near our facilities. We will not take any action against employees for reporting dangerous incidents or conditions to management or to appropriate authorities.

## Management commitment

We will implement these Principles and sustain a process that ensures that the Board of Directors and Chief Executive Officer are fully informed about pertinent environmental issues and are fully responsible for environmental policy. In selecting our Board of Directors, we will consider demonstrated environmental commitment as a factor.

## Audits and reports

We will conduct an annual self-evaluation of our progress in implementing these Principles. We will support the timely creation of generally accepted environmental audit procedures. We will annually complete the CERES Report, which will be made available to the public.



# Priorities for infrastructure

Here are the sustainability priorities proposed by the SCS 2000 Infrastructure Working Group. Items in italics were top priorities established at the symposium.

## Regional coordination

Strengthen regional mechanisms to facilitate the coordination of public and private sectors' infrastructure/land use/environmental planning and decision making.

- *Advocate for a State of Ohio mandate (to include funding incentives) that requires each county to prepare a sustainable development/redevelopment strategy.*
- Advocate for the State of Ohio to provide funding support/incentives to metropolitan planning organizations (MPO) to achieve improved integration/coordination of infrastructure, water quality and land use planning/decision making performed by local governments.

## Policy

Develop infrastructure funding and tax policies/programs that encourage coordination of infrastructure and development investments to obtain maximum utilization of existing infrastructure systems.

- *Advocate for changes to applicable state and local regulations/policies (tax, funding, environmental, social equity) to encourage improved regional coordination of infrastructure and development/redevelopment investment decisions among local governments.*
- Advocate for changes to state transportation and water quality policies to provide additional funding assistance (not loans) directly to local governments to preserve and rehabilitate existing public infrastructure systems.

## Quality of life

All communities should be made aware that Northeast Ohio has had static population growth and that expanding infrastructure, with public subsidies, over a wider geographic area is wasteful, creates environmental challenges, negatively impacts quality of life and is harmful to older neighborhoods, especially their tax bases. Communities should continuously evaluate current and emerging trends and their planning documents, zoning ordinances and economic development plans should reflect these trends and search for ways to move them in the direction of sustainability.

- *Facilitate the development and implementation of sustainable "smart*

*growth" programs/plans at state, regional, and local government levels.*

- *Advocate for new State of Ohio incentives to facilitate the revitalization of regional urban core areas through active public and private sector leadership participation in Governor Taft's new urban revitalization program.*

## Infrastructure maintenance

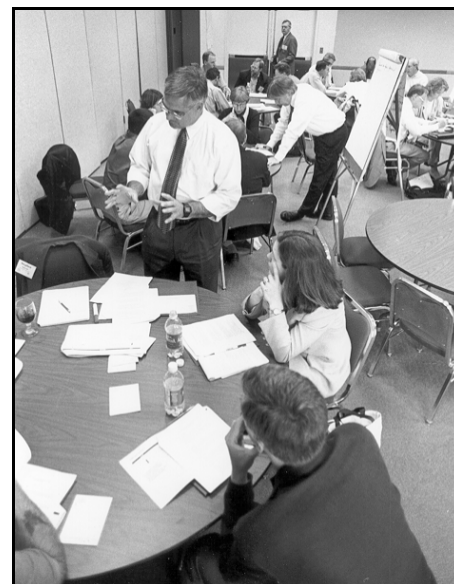
More emphasis on infrastructure maintenance as part of infrastructure investment and procurement decisions, including defining who is responsible, identifying potential revenue sources and understanding the life-cycle cost implications of the decisions.

- Continuously advocate to Northeast Ohio residents and public/private leadership the value of protecting/restoring watersheds and Lake Erie, reducing natural habitat and species loss, and improving water and air quality.
- *Advocate for new state and local practices that incorporate the consideration of life-cycle infrastructure maintenance costs and responsibilities into public sector infrastructure investment decision making.*

## Technology

Develop and utilize information technology (IT) applications, geographic information systems (GIS) and technology innovations to enhance the performance of existing infrastructure systems and facilitate the development of technology-oriented companies and the technology skills of the Northeast Ohio workforce.

- Promote the increased use of information technology (IT), geographic information systems (GIS) and infrastructure-related technology innovation applications that simultaneously enhance the preservation/utilization of existing infrastructure systems and facilitate the enhancement of technology-oriented workforce skills and economic development in Northeast Ohio.
- Conduct workshops for the existing regional infrastructure workforce to facilitate the increased use of GIS to enhance the region's infrastructure-related planning and decision making processes.



**Symposium breakout group for infrastructure.**

# Balancing the playing field for older communities

*Recognizing that many of the reforms required by a sustainability agenda cannot be enacted without political and legal changes, SCS 2000 established a Political/Legal Working Group to discuss overarching policy issues. On pages 20-22 are excerpts from the symposium presentation by the group's chair Kenneth Montlack, along with personal comments that reflect the needs of the older communities. The group's priorities appear on page 22.*

By Kenneth Montlack

I'd like to start with a few underlying observations. First of all, the truly free market only exists in the Economics 101 classroom. We are never going to see that. Development decisions, location preferences and the like are shaped by government's direct and indirect subsidies. That's what government does. Government subsidizes. Decisions regarding roads, water lines, sewer lines, tax schemes, zoning codes, education funding, and other matters all represent incentives or disincentives for development or redevelopment. Virtually every decision – or non-decision – by any part of the federal, state, regional, county, and municipal governments in regard to revenues, spending, and regulations impacts and directs where development or redevelopment goes or doesn't go – who wins and often who loses.

Another underlying observation is that all government units, departments, and divisions are essentially planning agencies, whether they know it or not. And even though it is a radical concept in Ohio, we believe that some agencies *ought* to think ahead and plan. Deteriorated, functionally obsolescent commercial, industrial, and housing sites can kill economies and kill the social fabric of communities.

We also think that there is no one-size-fits-all solution. The timing, the place, the political culture, and the circumstances dictate the shape of any agenda. There are a number of diverse agenda items here, and there are various constituencies that support one sort of agenda item over another. What is important is that all these constituencies, if they are going to accomplish anything,

must work together in cooperation and collaboration. If that doesn't happen, nothing happens.

## **Maintaining existing communities**

Our working group's first major recommendation is that the State of Ohio's priority should be the maintenance and redevelopment of existing communities. This is the absolutely essential bottom line of where the political/legal solutions must go. If Ohio achieves that, we don't have to worry about discussing anything else.

New development at the edges of our metropolitan areas is fueled by artificially cheap land. This is because the full costs of development are not paid by the owners and end users. New development at the edges is also fueled by the tremendous government investment in the interstate highway system and the prior investments in water and sewer facilities. It is also fueled by restrictive zoning and related economic policies, which reserve in the favored quarters places at the table only for affluent businesses and residents.

In Ohio today, new development is truly the priority, and there is a lack of priority for redevelopment. There are relatively few tax dollar incentives available to support redevelopment. Therefore, we have to work to make this a new priority.

## **State support for redevelopment**

To achieve the political will in order to prioritize state investments and policies to promote redevelopment of older communities, we need only look around. For example, some of us here today traveled to this symposium by driving through Cleveland's east side corridors, and we saw some of the wonderful new housing that has now been built with government subsidies on clear, vacant land. We are pretty happy about that.

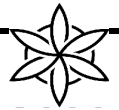
But let us think about how that cleared, vacant land appeared. It took four decades of destruction, devastation, and



**Growth by the highway: Incentives for new development aren't matched by incentives for redeveloping existing communities.**

displacement of human populations in order to take what had been a developed and functioning community and turn it into land that was sufficiently blighted to qualify for government aid. If you are simply a community, such as some of those in the First Suburbs Consortium that are valiantly facing those challenges, in general, you don't qualify for assistance – even though it may be more cost-effective in the long run to prevent decline rather than allowing communities to hit bottom.

It is absolutely essential, we believe, that we enact a line item in the state budget dedicated to the maintenance, restoration and redevelopment of deteriorated or functionally obsolescent housing, commercial and industrial sites in fully built-out communities. That line item must be funded in a total amount comparable to the impact of public dollars spent to promote new developments. This is needed because when you attempt to redevelop and assemble land parcel by parcel, then demolish obsolete structures, then deal with potential brownfield contamination, and then redevelop – the work on what we call “grayfields,” all that real estate that isn't making it in the market but hasn't reached the point of being brownfields – will cost more in general than the alleged free market will support, and therefore some public dollars are needed to close that gap. Most of the great ideas that we have heard at this



symposium cannot be implemented without some help from the state and federal governments. The cities that are most impacted do not have the dollars available.

Another approach is increased tax credits for the preservation and redevelopment of housing. At this time in the General Assembly, HB 463 represents the first step in this regard. We already have a federal Historic Housing Tax Credit Act on the books. However, the credits are insufficient. They have not worked in many cases, and they are not user friendly. In fact, if you want to use historic tax credits, generally, you have to hire a consultant who will tell you how to jump through this hoop and how to jump through that hoop. I don't think that you should need a team of accountants and consultants to do some of this redevelopment.

In addition, the state should prioritize the maintenance and redevelopment of existing infrastructure. And we certainly need to restructure the procedures, incentives, and support for brownfield redevelopment.

Most people basically agree on the need to redevelop existing communities, although they approach the work from different perspectives. I would like to thank the Cuyahoga County Commissioners, who put together a \$15 million bond issue to give support for older communities in brownfield redevelopment. In many cases, our county is stepping up to the plate where the state has not, although the state's \$400 million open space preservation and brownfield remediation issue that will be on the ballot this fall is a hopeful first step (even if it passes, though, we don't know how it will play out, since the legislature will have to set the ground rules for spending the funds, and the devil will be in the details). States certainly should work closely with public and private interests at the local level, and for models as to how this is done we can look not only to what the county commissioners did in terms of brownfields but what our County Treasurer Jim Rokakis has done with the linked-deposit program that provides low-interest loans for housing improvement to residents of older communities in the county.

### Balancing the playing field

A second major group of recommendations relates to reducing the wasteful competition for tax base among states and local jurisdictions. Again, as an underlying observation, we are all part of a giant economic food chain that links the global, state, regional, and local economies in a win-at-any-cost competition. At the end of this food chain are the older, built-out

communities that are left wearing a "kick me" sign.

To try and change this, you have to look at each part of the food chain. Starting at the national level, we might follow the example of State Senator Charles Horn, who a few years ago promoted a resolution urging Congress to save us from ourselves by limiting give-aways that allow local jurisdictions to use federal funds to lure businesses and jobs from other states.

At the state level, an important step would be to reform Ohio's Enterprise Zone Program so that it applies only to truly distressed areas, as it was originally intended, and emphasizes incentives. The Enterprise Zone Program facilitates tax abatement on a local level and was created under the guise of job creation in distressed urban areas. But it was soon expanded and has since been widely abused by permitting communities that have developable land and usually sit astride the interstate system to use those incentives to lure jobs and businesses from the truly distressed areas in Cleveland and other older, built-out communities. We think that's wrong and is counter-productive. The program should be brought back to where it was originally.

Unfortunately, it was just extended for another five years, despite the valiant arguments of State Rep. Ed Jerse from Euclid.

We also must enable metropolitan areas to implement tax base sharing. Tax base sharing involves taking a portion of the tax revenues derived from new development and sharing it among other communities to reduce

disparities. One rationale is that new development in one community often places burdens and costs on surrounding communities. For instance, we can think of the recent stormwater discussion between South Euclid and its developing neighbor, Beachwood, about how those burdens and costs tend to be ignored.

Which of these approaches makes it in Ohio is perhaps a question that we can discuss this afternoon. Generally, the state's political culture does not take too kindly to proposals for better planning. We have to speak hard truths here, and we can do so because this is a symposium in a university where we are dedicated to the truth, or at least seeking it out.

### Breaking down barriers

Another important challenge is to reduce the concentration of poverty in older communities. One way to do that is to withhold state and federal funds from developing communities whose policies effectively exclude the development of housing for people of modest means. At present, cities in the region try to attract affluent people because the councilpeople, staff, and mayors know that people with higher incomes who live in higher-priced properties pay more taxes. Those taxes are used at the local level. In the wonderful world of devolution, just about everything happens at the local level. Education is at the local level, safety, everything that counts. So you need the tax revenues. When poor people predominate in your community, you are not going to get the tax revenues, and social costs are going to increase.

Therefore you have this competition that goes on from one city to another. Cities at the edge of the metropolitan area – in what I would call the favored quarter – are able to use their home rule powers to exclude the

Virtually every decision – or non-decision – by any part of the federal, state, regional, county, and municipal governments in regard to revenues, spending, and regulations impacts and directs where development goes or doesn't go – who wins and often who loses.

poor through large-lot restrictive zoning and related regulatory schemes. As a result, we have what may be the greatest architectural miracle of our region, something I call the Great Wall of Northeast Ohio. This great wall, though invisible, is certainly more effective than the Great Wall of China ever was in keeping people in one place and out of another. Our wall concentrates poverty inside the wall where older

communities' tax bases face erosion, where their social costs increase, where they need to do all this redevelopment, and where they are, in effect, shouldering the responsibilities of the region in caring for and educating persons of modest means.

The state needs to recognize that older, fully development communities have diminishing tax revenues and increased service burdens, and so the state should enact no new legislation nor administrative policies that interfere with our tax bases or require tax relief to any category of tax payers. In other words, even if the state is not going to take effective action to help in our time of need, at least follow the physician's rule, which is first do no harm.

For example, it would be a mistake to prevent cities from collecting income taxes on nonresidents who work in their communities. To do that would effectively crush many fragile local economies.

The state also must ensure greater equality of school funding. I don't have to say more about that, except to ask exactly whose children do we care about and should the obligation to fund basic education be based on community success in attracting affluent residents and excluding persons of modest means?

### Smart growth

A final important set of recommendations concerns planning – how planning should take place at the appropriate scale and should be integrated at the federal, state, regional, and local levels. This really relates to a smart growth agenda for Ohio [see a summary at [www.ecocleveland.org](http://www.ecocleveland.org)]. Many organizations, including the First Suburbs Consortium, have expressly endorsed the smart growth approach. I hope you do, too.

One way to grow smarter is to plan for open space preservation at the regional level and increase funding to preserve open space and farmland. As the First Suburbs Consortium pointed out in testimony by Euclid Mayor Paul Oyaski before the Ohio Farmland Preservation Task Force, redevelopment of urban areas and preservation of farmland and green space are simply two sides of the same coin. We are all in one system. If you want to take the development pressure off the edges, you have got to help redevelop the center, and vice versa.

Our cities and counties, of course, must meet their responsibilities to encourage and not impede sound, sensitive redevelopment. To accomplish this, older communities may have to reform and modernize building and zoning codes, as well as work on the best method for assembling land for redevelopment.

On this last point, I want to say that we have been very fortunate in this county. We have some good county officials – officials who get it. We are going to use the model programs that are being developed here, and, once again, we are going to approach the governor, the General Assembly, and the administrative agencies and move this agenda, as the general manager of the Indians has said, to the next level. □

*Ken Montlack is vice mayor of Cleveland Heights and chair of the First Suburbs Consortium.*

## Political/legal priorities

Here are the sustainability priorities proposed by the SCS 2000 Political/Legal Issues Working Group. Items in italics were top priorities established at the symposium.

### The State of Ohio's priority should be the maintenance and redevelopment of existing communities.

- *Prioritize state investments and policies to promote redevelopment so that older communities can compete with new ones.*
- Enact a line item in the state budget dedicated to the maintenance, restoration, and redevelopment of deteriorated or functionally obsolete housing, commercial and industrial sites in older, built-out communities; fund the line item in total amount comparable to the impact of public dollars spent to promote new development.
- Restructure the procedures, incentives and support for brownfield redevelopment.
- Provide increased tax credits for the preservation and redevelopment of housing in older communities, and make such programs easier to use.
- Prioritize the maintenance and redevelopment of existing infrastructure over building new.
- The Governor should take a leadership role in promoting redevelopment.
- The state should work closely with public and private interests at the local level to achieve all of the above.

### The wasteful competition for revenue and tax base among states and local jurisdictions should be reduced.

- Prevent federally funded programs from being used by states to lure businesses and jobs from other states.
- Reform Ohio's Enterprise Zone program so that it applies only to truly distressed areas, as originally intended, and emphasizes existing employment centers.
- Enable metropolitan areas to implement tax base sharing to share the benefits of growth and reduce fiscal disparities among communities.
- Reduce the concentration of poverty in older communities by withholding state and federal funds from developing communities whose policies effectively exclude the development of housing for people of modest means.
- The state should recognize that older, fully developed communities have

diminishing tax revenues and increased service burdens, and so the state should enact no legislation or administrative policies interfering with such communities' tax bases or requiring them to provide tax relief to any category of taxpayers.

- The state must ensure greater equality of school funding.
- Planning should take place at the appropriate scale and should be integrated at the federal, state, regional, and local (county, municipal, and township) levels.**
- *The state should require and provide resources for sustainable development planning at the regional level, as well as at the county, municipal and township levels.*
  - Require that federal environmental impact statements take a regional view of the secondary impacts of new development, such as the impacts of a new highway on older communities, tax base, environmental justice and need for public services.
  - *Developments likely to have impacts beyond one jurisdiction should be evaluated for regional impacts on infrastructure, water quality and flooding, environmental justice and need for public services.*
  - Plan for open space preservation at the regional level, and increase funding to preserve open space and farmland.
  - *Reform and modernize both building codes and zoning codes to eliminate barriers to redevelopment and allow development with higher densities and mixed uses.*
  - Ensure that older communities have the best possible programs for assembling and marketing land for redevelopment.



**Symposium breakout group for political/legal issues.**

# The sustainability of communities depends on health in the region

*To make sure that health became part of SCS 2000 priorities, the chair of Cleveland City Council's Public Health Committee, Merle Gordon, was invited to speak on how health is a prerequisite of sustainability. Following are excerpts of her remarks.*

By Merle Gordon

Thank you for this opportunity to speak about public health and how it relates to sustainable communities. In my opinion, everything relates back to public health. Since most of the planning around this symposium focused on architecture, urban design, infrastructure, business and economics, priorities have been somewhat established for those topics. I hope that my comments this morning will help us formulate goals and objectives for public health that will be discussed in depth this afternoon.

First of all, when we talk about sustainability we are really talking about survival and empowerment. And when we talk about communities we start with the individual, then the street, the neighborhood, the city, the county, the state, and so on. I happen to be someone who believes the stability, not just the survival, of a community is only so good as the health of the larger region.

Let me explain. I have been a part of and read many studies that look at the health of the neighborhoods in Cleveland. For example, Dr. Al Rimm of Case Western Reserve University Medical School looked at health indicators in Cleveland and compared them to Cuyahoga County and the State of Ohio. These indicators looked at death rates among black and white people, various cancer rates, infant mortality rates, asthma rates, HIV/AIDS, and other measures. As you can probably imagine, the City of Cleveland had the worst numbers.

Or, in another study, the Federation for Community Planning looked at social indicators for numbers of female headed households, births to females between the

ages of 10-19, births to unmarried females, persons 25 and older with at least a high school diploma, persons who received cash assistance or other forms of public assistance, child care spaces, and numbers of children who passed the 9<sup>th</sup> grade proficiency test. Almost every indicator showed that the large urban municipality, Cleveland, is poorer, sicker, less educated, more dependent on public assistance, and more at risk. This is public health.

Welfare as we knew it is over. I commend the county and all the social service organizations for pulling together to try come up with solutions for the

thousands of families who can no longer rely on the government to feed, clothe, and house them. This is a mammoth task. This is public health.

Economic development is the key to survival of cities such as ours. Building stadiums and office towers, redeveloping the Euclid Corridor and adding housing downtown is essential to this city's

survival as a major city. Most of this cannot be done without public subsidies and financial incentives. However, there are thousands of families and thousands of elderly people living in subsidized or substandard housing. Some of this housing is being torn down to make way for new developments and new market-rate housing, pushing more and more poor people into situations that are unsafe and unsanitary. This is public health.

As Cleveland City Council debates the issue of a living wage, I keep hearing from the business community that there are not enough people in the labor pool to choose from. Cleveland does not have enough trained and educated people to choose from for entry-level jobs, even though the school system is on its way back. School Superintendent Byrd-Bennett talks openly about what is still needed in the system to prepare youngsters for the future. We need to find ways to empower these students so that there is a possibility of a bright future for them and for Cleveland's economy.

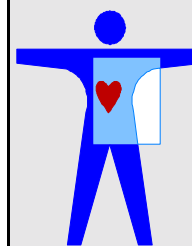
This is public health.

We also need better systems to teach children the basic health skills they need. If children at age 4 do not understand what it means to wash their hands after they go to the bathroom, how are they going to know what it means to protect themselves from a communicable disease as teenagers or adults? Public health needs to be taught in every grade level whether the message is proper nutrition, don't smoke, the dangers of drugs, sex education, pregnancy prevention, communicable disease prevention, and just overall awareness of good health practices. This is public health.

I could go on talking about the need to preserve green spaces so that nature can work to keep the air cleaner. Or what it means to have clean water. Or what lead in older paint, in the soil and in the pipes is doing to young people's brains. Or what pollution is doing to our younger and older populations.

The point I'm trying to make is that everything relates to public health. Public health and empowerment are vital to all segments of the community. Building sustainable communities needs to be done with the health of the whole population in mind. □

Building sustainable communities needs to be done with the health of the whole population in mind.



## Health priorities

Based on the breakout discussion at SCS 2000, here are some beginning priorities for health:

- Create a collaboration between existing environmental health organizations.
- Establish principles for environmental health so decision makers can make better, more informed decisions.
- Connect public health to the economic bottom line (e.g., to a healthy, productive workforce).
- Make sure that public health and education are key parts of future discussions about sustainability.



## SCS 2000: Forging a regional civic vision

By Kathy Hexter

The Levin College of Urban Affairs was pleased to host the Sustainable Communities Symposium 2000 through our new forum program. Since its founding in 1978, the college has been a neutral convenor for public discussion of key issues confronting the city and the region. This role has been formalized and expanded through a new forum program, which is both a physical space at the heart of our new building on Euclid Avenue (opening later this year) and a series of programs much like SCS 2000 that will bring together all sectors of our region to talk through ideas and take action.

We believe that forums such as this can indeed lead to action. For example, in 1982 the Levin College convened the "Cities Congress on Roads to Recovery." Representatives were invited from major cities in the U.S. with populations over 150,000 that had lost population from 1970 to 1980 to share *success stories* for addressing urban decline. James Rouse, the keynote speaker, advised Cleveland to create a civic vision — a plan for the city's downtown and neighborhoods. Cleveland followed his advice, and as you drive through the city and its neighborhoods the concrete outcomes of that vision are evident in new investment downtown, new housing in the neighborhoods, and a renewed civic vitality.

Yet, 18 years later, as Cleveland enters its third century as a city, its fate is now more than ever intertwined with that of the region. The challenge of SCS 2000 is to engage the community in looking beyond political boundaries and creating a regional vision.

Northeast Ohio has not succeeded in addressing the underlying issues that impact on our competitiveness as a region. We remain politically fragmented and racially divided. We have growing income and

education differentials between the inner core and the outer ring. And we have intense inter-jurisdictional competition for tax dollars. Even if we wanted to collaborate, these barriers at every level make it difficult.

Northeast Ohio can no longer confront local problems with local solutions. David Rusk, urban expert and consultant, compares this misguided strategy to running up an increasingly faster down escalator. At the Bicentennial Symposium hosted by the Levin College in 1996, he advised that the entire region must be engaged in planning for our future.

SCS 2000 was the beginning of an exciting process to jump-start this planning process. The event brought together over 350 planners, architects, urban designers, engineers, appointed and elected federal, state and local government officials, federal and state agencies, business leaders, neighborhood leaders, environmentalists, and others to talk about strategies to create a common, regional vision from the bottom up, from the grassroots, to make Northeast Ohio competitive in an increasingly global economy and a model for sustainable development and livable communities.

Participants in the working groups and at the symposium worked hard to begin to transform the concepts of sustainability into concrete reality. The challenge now is to keep the momentum going and to encourage others to join. Please visit the SCS2000 website at [www.scs2000.org](http://www.scs2000.org) to keep apprised of ongoing activities and to let us know how you would like to participate.

We look forward to working together on a regional vision. □

*Kathy Hexter directs the Urban University Program at Cleveland State University's Levin College of Urban Affairs and helped to staff SCS 2000.*

### A shift in thinking...

I want to recognize that this symposium is really about a shift in thinking. It's truly transformational...because we are moving to a more holistic view about how our society is constructed, a new understanding that we are all interdependent, a way of thinking that has tremendous potential for community-based values which encourage preservation, conservation, and cooperation, the kind of cooperation between institutions which is evidenced by the participation of so many diverse groups who are present in this audience today....

We need to make sure that the quality of life in communities is kept intact, that we don't come up with plans that end up decimating communities in the name of civic progress. That's really what sustainability is about — holding on to what you have, preserving it, improving it, and realizing the long-term impact of the choices that you make...

Sustainability has to empower people, show them that the circumstances with which they are presented in their life are not beyond their control, show them how they can make a difference and how they can take the principles of architecture, planning, design, and infuse them with a new type of creativity that creates a truly new American city.

— Congressman Dennis Kucinich

### We are not portable...

I had a couple of people ask me, "What is LTV doing at a sustainable communities conference? You people have that big steel mill downtown in the flats."

It's a good question, but I think I can explain it very simply. LTV is not a dot-com. We are not a new start up. We are not portable. We have been a part of this community for well over 100 years in one permutation or another under various names. We contribute about \$100 million to the tax base of this region, not only through the company's taxes, but through the taxes of our employees. Last year we paid something in the neighborhood of \$390 million worth of the wages in the City of Cleveland through our Cleveland works. When you think of the overall concept of sustaining communities, the concept of a viable productive economy that's generating money and putting money into the community towards development and continuation is essential. Without an economy, without an economic base, things don't go too far.

— Mark Tomasch,  
senior director of Corporate Communications  
at LTV Steel





## The federal interest in local livability

By Lyn Luttner

Dramatic demographic and economic changes, coupled with sprawling urban development, have caused unprecedented stresses on the regional ecosystems and infrastructure of Northeast Ohio. Indeed, several years ago the Regional Environmental Priorities Project (REPP) of Case Western Reserve University determined that the top five environmental concerns in the region were outmigration from the urban core, quality of the urban environment, outdoor air quality, surface water quality, and the use of resources and energy.

The priorities project involved a "Public Committee" of more than 30 leaders from civic, business, environmental, minority, neighborhood, educational, religious and media organizations. This Public Committee aggregated issues of public and technical concerns gathered from more than 40 public meetings and the work of additional volunteers, making this a significant effort in consensus-based, regional problem solving.

### Local priorities

The project also identified the need to bring federal agencies together to more effectively help the Northeast Ohio community address these environmental priorities. And the priorities have helped form the backbone of the U. S. Environmental Protection Agency's Cleveland Office activities in Northeast Ohio. In addition, the White House Task Force on Livable Communities is promoting many projects around the nation to coordinate federal resources and develop partnerships with local communities to improve the quality of life in urban areas. Northeast Ohio is part of the livability initiative because there are many quality of life issues in the area, as well as many grassroots organizations already working on these issues.

Over the last few years many grassroots organizations in Northeast Ohio have invited the U.S. EPA to be at the table. The Sustainable Communities Symposium 2000 is one of these projects going on in the Southern Lake Erie area.

Across the country and around the world, there is a transformation in the way business is done, how cities are managed, how food is grown, and how people live. This transformation is making fortunes, saving cities and farmland, and creating stronger, healthier communities. The Sustainable Communities Symposium 2000 was an opportunity to share these developments with the Northeast Ohio region and prepare the 4 million citizens of the region to perform more competitively in the emerging economy of the new millennium.

Lyn Luttner works out of the U.S. EPA Region V Cleveland office.

### Education first

As we design and improve our communities it's very important that we keep in mind the needs of young people. It's important that kids not feel isolated, both out in the suburbs and in the city. If you don't have access to a car, you don't have access to activities and can't be involved in positive activities.

I think the most important issue, though, when you discuss sustainable communities is education. This is a statewide issue that has very direct local ramifications. Our current school funding system is in many ways a disaster... If you want to preserve our communities and see our communities remain strong into the foreseeable future, then invest in our educational system. Every dollar you invest in our educational system will be paid back tenfold in the future.

— Ruth DeGolia, senior at Cleveland Heights High School

## Working Group participants

*For more than six months leading up to SCS 2000, working groups met to develop action plans for setting Northeast Ohio on a more sustainable course. Participation was broad and diverse. Here is a partial listing of the groups involved.*

Adache Cuini Lynn Associates, Inc.  
American Greetings  
American Institute of Architects  
American Society of Civil Engineers,  
Cleveland Section  
Baker & Hostetler, LLP  
Battelle Environmental Technology  
Commercialization Center  
Build Up Greater Cleveland  
Borges & Bures: Strategists  
CAMP Inc.  
Church in the City Land Use Task Force  
City Architecture  
City of Cleveland Planning Commission  
City of Cleveland Heights  
City of Euclid, Mayor Paul Oyaski  
City of Garfield Heights, Mayor Tom Longo  
City of Westlake, Mayor Dennis Clough  
Clean Air Conservancy  
Cleveland City Council  
Cleveland Green Building Coalition  
Cleveland State University, Levin College of Urban Affairs  
Cleveland Waterfront Coalition  
Cobalt Group, Inc.  
Congressman Dennis Kucinich  
Congressman Sherrod Brown  
Congresswoman Stephanie Tubbs Jones  
Connecticut Reserve Technologies  
Councilman Ken Montlack, Cleveland Heights  
Councilwoman Susan Infeld, University Heights  
The Countryside Program  
Coventry Village Special Improvement District  
Cuyahoga County Department of Development  
Cuyahoga County Planning Commission  
Cuyahoga County Solid Waste District

Cuyahoga County Treasurer's Office  
Earth Day Coalition  
EcoCity Cleveland  
Edward Howard & Co.  
Environmental Design Group  
eQuest Engineers  
Federal Reserve Bank of Cleveland  
First Suburbs Consortium  
Greater Cleveland Regional Transit Authority  
Home Builders Assoc. of Greater Cleveland  
The HouseMender, Inc.  
Kimlin and Associates  
Mainstreet Connections  
Montgomery Watson, Inc.  
Northeast Ohio Areawide Coordinating Agency  
Northeast Ohio Regional Alliance  
Northeast Ohio Regional Sewer District  
Oberlin College Environmental Studies Program  
Ohio Department of Transportation  
Ohio EPA  
Ohio State University Extension Urban Gardening Program  
R.P. Carbone Co.  
Regional Solutions  
Schmidt Copeland Parker Stevens  
SEED Ohio  
Shorebank Enterprise Group  
Smart Coast  
State Rep. Dale Miller  
State Rep. Ed Jerse  
State Senator Eric Fingerhut  
TerrAqua Environmental Science and Policy  
U.S. Department of Housing and Urban Development  
U.S. EPA Region V  
U.S. EPA Radiation and Indoor Air Section  
University Circle, Inc.  
Urban Design Center of Northeast Ohio, KSU  
Venture Lighting International, Inc.  
WCPN Public Radio

## Committed to people and place

How often do you say that you love your home, your community, your bioregion? How many of you are planning to stay in Northeast Ohio and are determined to make it work, make it better?

The importance of love and commitment was raised in the closing session of the Sustainable Communities Symposium 2000 by Len Calabrese of the Catholic Commission on Community Action. He said, "I'm reminded of what Dr. Martin Luther King said about the most powerful force in the world being love, especially for non-violent social change. And it occurred to me that at a deeper level that is what we are talking about. We are talking about, finally, coming to grips with that, finally daring to learn how we can love each other and to say we can't keep running away, that at some time we have to make a commitment to build community and to risk the bonds of community, the responsibilities of community, and the relationships of community. So I think that's our challenge – and our opportunity."

The hundreds of people who attended SCS 2000 showed that they were committed to Northeast Ohio. Around the region, there are thousands more people who love this place. They are working to sustain communities here. And they are increasingly mindful that we can't be sustainable here if our consumer lifestyles place unfair burdens on people and places elsewhere around the world.

### Next steps

SCS 2000 brought people together to develop a consensus agenda for making Northeast Ohio a national leader in sustainability. Three immediate objectives emerged:

- Political action to change the State of Ohio's laws and basic policies that now work against sustainability.
- Regional planning and coordination of land-use, infrastructure, and the distribution of tax base.
- A Northeast Ohio regional organization to be a catalyst for planning and action to create economic, equitable, sustainable, and livable communities.

The SCS 2000 planning committee is continuing to meet to carry on the work of the symposium. The focus is on reporting the results of the symposium (such as with this publication), maintaining the collaboration by providing Web-based information on future events and activities related to sustainability, continuing the dialog with future meetings, organizing an alliance of participating groups, and tracking our progress toward implementing the action plans of the symposium.

Everyone can help with this. Sustainability is an on-going process requiring leadership, optimism, and broad participation. Join in!



## Cuyahoga

At SCS 2000 the Architecture and Urban Design Working Group put together an emotionally moving, multi-media show about the places and landscapes of Northeast Ohio — what we've lost and what we've gained, what we care about and what we've neglected — and our deep sense of longing to be connected to a place. The soundtrack of the show featured the song "Cuyahoga" by R.E.M. Here are the lyrics.

Let's put our heads together and start a new country up  
 Our father's father's father tried, erased the parts he didn't like  
 Let's try to fill it in, bank the quarry river, swim  
 We knee-skinned it you and me, we knee-skinned that river red

This is where we walked, this is where we swam  
 Take a picture here, take a souvenir.

This land is the land of ours, this river runs red over it  
 We knee-skinned it you and me, we knee-skinned that river red  
 And we gathered up our friends, bank the quarry river, swim  
 We knee-skinned it you and me, underneath the river bed

This is where we walked, this is where we swam  
 Take a picture here, take a souvenir.

Cuyahoga. Cuyahoga, gone

Let's put our heads together, start a new country up,  
 Underneath the river bed we burned the river down.

This is where they walked, swam, hunted, danced and sang,  
 Take a picture here, take a souvenir

Cuyahoga. Cuyahoga, gone

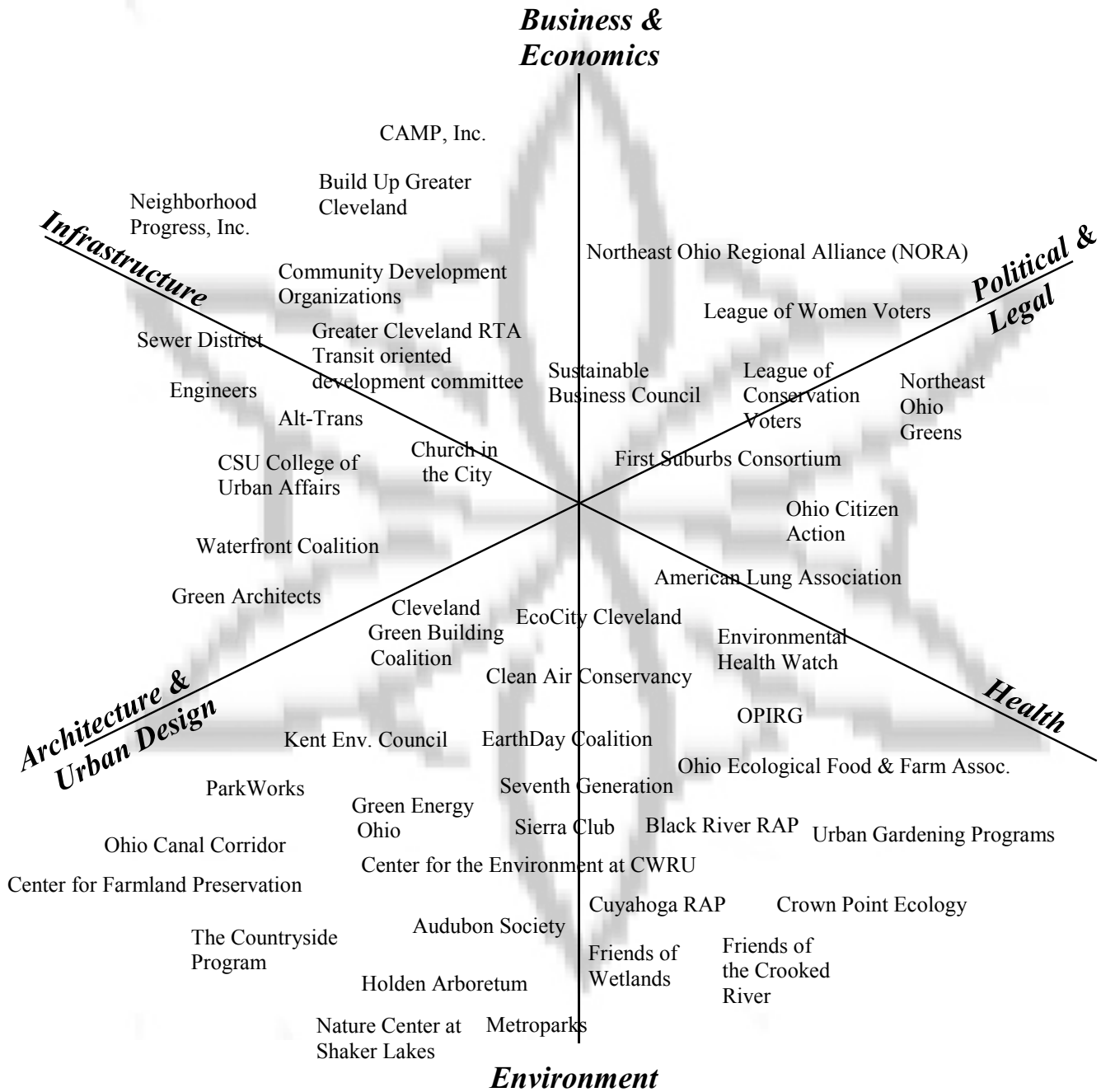
Rewrite the book and rule the pages, saving face,  
 secured in faith  
 Bury, burn the waste behind you.  
 This land is the land of ours, this river runs red over it  
 We are not your allies, we can not defend.

This is where they walked, this is where they swam  
 Take a picture here, take a souvenir

Cuyahoga. Cuyahoga, gone.  
 Cuyahoga. Cuyahoga, gone.

— from the *Lifes Rich Pageant* compact disc  
 by R.E.M., 1986.

# Map of sustainability for Northeast Ohio



This map attempts to position the many organizations that are playing a role in bringing Northeast Ohio closer to a sustainable future. Like all maps, it simplifies a complex landscape. Five of the axes are taken from the five working group issues of SCS 2000 — Architecture and Urban Design, Infrastructure, Business and Economics, Political and Legal, and Health. The sixth axis — environment — represents the importance of the earth and its natural systems in thinking about sustainability. Local organiza-

tions are positioned on the map according to their area of strongest focus. The closer to the center of the map a group is, the more integrative its approach.

The map was created by the staff of EcoCity Cleveland and should be considered a first draft. We'd appreciate feedback about which groups to include and where they should be placed. We think it's an interesting view of the sustainability movement in Northeast Ohio.

## Who's sustainable?

Many different organizations play a role in Northeast Ohio's move toward a more sustainable existence. The better a group integrates economics, ecology, equity, community and education, the more its focus could be said to be on "sustainability." Yet many other groups with a more narrowly defined focus also play an important role in preparing the region for a sustainable future. Following are some of the many organizations locally and nationally that deal with some aspect of sustainability.

### The SCS 2000 Planning Committee

David Beach  
EcoCity Cleveland  
2841 Scarborough Rd.  
Cleveland Hts., OH 44118  
(216) 932-3007

Paul Diegelman  
U.S. Department of Housing and Urban Development  
1350 Euclid Ave.  
Cleveland, OH 44115  
(216) 422-4058 ext.7232

Marty Gelfand  
Office of Congressman Dennis Kucinich  
14400 Detroit Ave.  
Lakewood, OH 44107  
(216) 228-8850

David Goss  
Build Up Greater Cleveland  
200 Tower City, 50 Public Sq.  
Cleveland, OH 44113  
(216) 621-3300

Soren Hansen  
American Society of Civil Engineers  
31320 Marvis Dr.  
Cleveland, OH 44140  
(216) 621-3300

Phil Hart (committee chair)  
AIA, Cleveland Chapter  
3080 Essex Rd.  
Cleveland Hts., OH 44118  
(216) 321-3355

Kathy Hexter  
Levin College of Urban Affairs  
Cleveland State University  
Cleveland, OH 44115  
(216) 687-6941

Lisa Hong  
Sustainable Business Council  
3294 Hyde Park Ave.  
Cleveland Hts., OH 44118  
(216) 932-8056

Sadhu Johnston  
Cleveland Green Building Coalition  
3214 Monroe Ave.  
Cleveland, OH 44113  
(216) 732-3385

Rosemary Szubski  
Levin College of Urban Affairs  
Cleveland State University  
Cleveland, OH 44115  
(216) 523-7495

Rich Winklhofer and Lyn Luttner  
U.S. Environmental Protection Agency  
25089 Center Ridge Rd.  
Westlake, OH 44145  
(440) 250-1700

### Local organizations

Audubon Society, Great Lakes Regional Office, 692 N. High St., Suite 208, Columbus, OH 43215, (614) 224-3303, <http://www.audubon.org/chapter/oh>.

Build Up Greater Cleveland (BUGC), 200 Tower City Center, 50 Public Square, Cleveland, OH 44113, (216) 621-7220.

Center for the Environment at Case Western Reserve University, 10900 Euclid Ave., Cleveland, OH 44106, (216) 368-2988.

Clean Air Conservancy, 3130 Mayfield Road, GE012, Cleveland Heights, OH 44118, (216) 932-8999, <http://www.cleanairconservancy.org>.

Cleveland Advanced Manufacturing Program (CAMP), 4600 Prospect Ave., Cleveland, OH 44103, (216) 432-5300.

Cleveland Green Building Coalition, 3214 Monroe Ave., Cleveland, OH 44113, (216) 732-3385, [www.clevelandgbc.org](http://www.clevelandgbc.org).

Cleveland Neighborhood Development Corporation, 3751 Prospect Ave., Cleveland, OH 44115, (216) 928-8100.

Cleveland State University Levin College of Urban Affairs, Cleveland, OH 44115, (216) 687-6941.

Cleveland Waterfront Coalition, (216) 371-3323, <http://clevewater@aol.com>.

Commission on Catholic Community Action, 1027 Superior Ave., Cleveland, OH 44114, (216) 696-6525, <http://www.citc.org>.

Crown Point Ecology Learning Center, 3220 Ira Rd., PO Box 484, Bath, OH 44210, (330) 666-9200.

Earth Day Coalition, 3606 Bridge Ave., Cleveland, OH 44113, (216) 281-6468, <http://www.earthdaycoalition.org>.

EcoCity Cleveland, 2841 Scarborough Rd., Cleveland Heights, OH 44118, (216) 932-3007, [www.ecocleveland.org](http://www.ecocleveland.org).

First Suburbs Consortium, 40 Severance Circle, Cleveland Heights, OH 44118, (216) 291-2854, <http://www.firstsuburbs.org>.

Green Energy Ohio (formerly SEED Ohio), 7650 Chippewa Rd., Suite 306, Brecksville, OH 44141, (440) 526-9941,

[www.seedohio.org](http://www.seedohio.org).

Green Environmental Coalition, P.O. Box 266, Yellow Springs, OH 45387, <http://www.greenlink.org/gec>.

League of Conservation Voters Education Fund, 3130 Mayfield Road, GE012 Cleveland Heights, OH 44118, (216) 371-6187, <http://www.lcvfund.org>.

The Nature Center at Shaker Lakes, 2600 South Park Blvd., Shaker Heights, OH 44120, (216) 321-5935, [www.naturecenter-cleveland.org](http://www.naturecenter-cleveland.org).

Northeast Ohio Sustainable Business Council project, (216) 932-8056.

NOACA (Northeastern Ohio Areawide Coordinating Organization), 1299 Superior Ave., Cleveland, OH 44114, (216) 241-2414, [www.noaca.org](http://www.noaca.org).

Oberlin College Environmental Studies Program, The Lewis Center, 122 Elm St., Oberlin College, Oberlin, OH 44074, (440) 775-8747, [www.oberlin.edu/~envs](http://www.oberlin.edu/~envs).

Ohio Citizen Action, 614 West Superior Ave., Suite 1200, Cleveland, OH 44113, (216) 861-5200, <http://www.ohiocitizen.org>.

Ohio Environmental Council, 1207 Grandview Ave., Suite 201, Columbus, OH 43212, (614) 487-7506, <http://www.theoec.org>.

Ohio Greenways, 2179 Everett Rd., Peninsula, OH 44264, (330) 657-2055.

Ohio League of Conservation Voters, 1207 Grandview Ave., Suite 302, Columbus, OH 43212, (614) 481-0512.

Ohio Public Interest Research Group, 2460 Fairmont Blvd., Cleveland, OH 44106, (216) 791-1116, <http://www.pirg.org/ohiopirg>.

Ohio Sierra Club, 145 N. High St., Suite 409, Columbus, OH 43215, (614) 461-0734.

### National organizations

Austin Green Building Program, <http://www.ci.austin.tx.us/greenbuilder>.

Center for Livable Communities of the Local Government commission, 1414 K St., Suite 250, Sacramento, CA 95814, (916) 448-1198, <http://www.lgc.org>.

Center for Neighborhood Technology, 2125 W. North Ave., Chicago, IL 60647, (773) 278-4800, <http://www.cnt.org>.

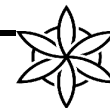
Center for Renewable Energy and Sustainable Technology (CREST), 1612 K St, NW, Ste 202, Washington, DC 20006, (202) 293-2898, <http://www.solstice.crest.org>.

Center for Resourceful Building Technology, PO Box 100, Missoula, MT 59806, (406) 549-7678, <http://www.crbt.org>.

Congress for the New Urbanism, 5 Third St., Suite 500A, San Francisco, CA 94103, (415) 495-2255, <http://www.cnu.org>.

CONCERN, Inc., 1794 Columbia Rd., NW., Washington, DC 20009, (202) 328-8160.

Environmental Building News, 122 Birge St., Suite 30, Brattleboro, VT 05301, [http://](http://www.seedohio.org)



www.ebuild.com.  
 Izaak Walton League of America, 707  
 Conservation Lane, Gaithersburg, MD  
 20878, <http://www.iwla.org>.  
 Joint Center for Sustainable Communities  
 (National Association of Counties)  
 440 First Street, N.W., Suite 800,  
 Washington, D.C. 20001, (202) 393-6226,  
<http://www.naco.org>.  
 Rocky Mountain Institute, 1739 Snowmass  
 Creek Rd., Snowmass, CO 81654, (970)  
 927-3851, <http://www.rmi.org>.  
 Sierra Club, 85 Second Street, 2<sup>nd</sup> Floor, San  
 Francisco, CA 94105, (415) 977-5500,  
[www.sierraclub.org](http://www.sierraclub.org).  
 Slippery Rock University, Slippery Rock, PA  
 16057, (412) 738-2596.  
 Smart Growth Network, <http://www.smartgrowth.org>.  
 Trust for Sustainable Development, 749 Yates  
 St., Victoria, BC Canada, V8W 1L6,  
 (604) 389-1888.  
 U.S. Department of Energy, Office of  
 Sustainable Ecosystems and Communities,  
<http://www.eren.doe.gov>.  
 U.S. Environmental Protection Agency, [www.epa.gov/ecocommunity](http://www.epa.gov/ecocommunity).  
 U.S. Green Building Council, (202) 429-2081,  
<http://www.usgbc.org>.  
 Urban Ecology, 414 13th Street, Suite 500,  
 Oakland, CA 94612, (510) 251-6330, [www.urbanecology.org](http://www.urbanecology.org).  
 Urban Ecology Australia, 84 Halifax St.,  
 Adelaide, SA 5000, Australia.

### Web resources

Andropogon- Landscape Architecture  
<http://www.andropogon.com/>  
 Centre for Design at RMIT (Royal Melbourne  
 Institute of Technology)  
<http://www.cfd.rmit.edu.au>  
 Centre for Sustainable Design (CfSD)  
<http://www.cfsd.org.uk>  
 Co-Op America  
<http://www.coopamerica.org>  
 Coalition for Environmentally Responsible  
 Economies (CERES)  
<http://www.ceres.org>  
 Department of Energy Center of Excellence  
 for Sustainable Development  
<http://www.sustainable.doe.gov>  
 Dow Jones Sustainability Index  
[http://indexes.dowjones.com/djsgi/index/assessment\\_questionnaires.html](http://indexes.dowjones.com/djsgi/index/assessment_questionnaires.html)  
 Earth Charter Campaign  
<http://www.earthcharter.org>  
 Earth Island Institute  
<http://www.earthisland.org>  
 Ecotrust  
<http://www.ecotrust.org>  
 Envirolink: Sustainable news  
<http://www.envirolink.org/environews/>  
 EPA's XL for Communities Pilot Program  
<http://www.epa.gov/projectXL>  
 Global Futures  
<http://www.globalff.org>

Great Lakes United  
<http://www.glu.org>  
 Green@Work magazine  
<http://www.greenatworkmag.com>  
 Griesinger Films  
<http://www.griesingerfilms.com>  
 Guide to Sustainable Communities Indicators  
<http://www.subjectmatters.com/indicators>  
 Guide to World Resources 2000-01: People  
 and Ecosystems: The Fraying Web of Life  
<http://www.wri.org/wri/wr2000>  
*in business magazine: creating sustainable  
 enterprises and communities*  
<http://www.inbusiness.org>  
 Industry Canada Sustainable Development  
 Strategy  
<http://strategis.ic.gc.ca/SSG/sd00105e.html>  
 Interface Corporation  
<http://www.interfaceinc.com>  
 International Institute for Sustainable  
 Development  
<http://iisd.ca/>  
 International Society For Ecological  
 Economics  
<http://www.ecoeco.org>  
 Livable Communities Resource Center  
[www.livablecommunities.gov](http://www.livablecommunities.gov)  
 McDonough + Partners  
<http://www.mcdonough.com>  
 National Wildlife Organization  
<http://www.nwf.org>  
 Natural Resources Defense Council  
<http://www.nrdc.org>  
 The Natural Step  
[www.naturalstep.org](http://www.naturalstep.org)  
 The Netherlands Design Institute  
<http://www.design-inst.nl/>  
 North American Association For  
 Environmental Education  
<http://www.naaee.org>  
 Ohio Ecological Food and Farm Association  
<http://www.greenlink.org/oeffa/>  
 Positive Futures Network - 'Yes' Magazine  
<http://www.futurenet.org>  
 President's Council on Sustainable  
 Development  
<http://www.whitehouse.gov/PCSD/>  
 Rocky Mountain Institute  
<http://www.rmi.org>  
 Second Nature - Education For Sustainability  
<http://www.2nature.org>  
 The Smart Growth Network  
<http://www.smartgrowth.org>  
 Sustainable Business.Com  
<http://www.sustainablebusiness.com>  
 Sustainable Jobs Fund  
<http://www.sjfund.com>  
 Sustainable USA Network  
<http://www.sustainableusa.org>  
 Shorebank Pacific Enterprises,  
<http://www.sbpac.com>  
 Sustainable Development Communications  
 Network  
<http://sdgateway.net/webworks>  
 Sustainable Development Online  
<http://susdev.eurofound.ie>

Sustainability  
<http://www.sustainability.co.uk/>  
 Union of Concerned Scientists  
<http://www.ucsusa.org/>  
 United Nations Sustainable Development  
<http://www.un.org/esa/sustdev/>  
 U.S. EPA resources  
<http://www.epa.gov/livability>  
 The Virtual Library: The Environment  
<http://earthsystems.org/environment.shtml>  
 World Business Council for Sustainable  
 Development  
<http://www.wbcsd.ch/aboutus.htm>  
 World Resources Institute -  
 Management Institute For The Environment  
 And Business  
<http://www.wri.org/wri/meb/>  
 Worldwatch Institute  
<http://www.worldwatch.org>  
 World Resources Institute  
<http://www.wri.org>

### Recent publications

Ayres, Ed, *God's Last Offer-Negotiating for a Sustainable Future: 1999*  
 Berry, Thomas, *The Great Work-Our Way into the Future: 1999*  
 Brown, Lester, *Vital Signs 1999: The Environmental trends that are shaping our future*, New York: Norton: 1999.  
 Condon, Chelsea and Jeff Gersh, *Subdivide and Conquer: A Modern Western: 1999* (film by Bullfrog Films, inc.) [www.bullfrogfilms.com](http://www.bullfrogfilms.com)  
 Chapman, Audrey et al., *Consumption, Population and Sustainability: Perspectives from Science and Religion: Island Press: 1999.*  
 Duany, Andres, Elizabeth Plater-Zyberk and Jeff Speck, *Suburban Nation: The Rise of Sprawl and the Decline of the American Dream: North Point Press: 2000.*  
 Hertsgaard, Mark, *Earth Odyssey: Around the World in Search of Our Environmental Future: 1998*  
 Lovins, Amory and Hunter and Paul Hawken, *Natural Capitalism: 1999*  
 Natrass, Brian and Mary Altomare, *The Natural Step for Business: Wealth, Ecology and the Evolutionary Corporation, New Society Publishers: 1999.*  
 Orfield, Myron, *Metropolitics: A Regional Agenda for Community and Stability: Brookings Press: 1997.*  
 Rusk, David, *Inside Game/Outside Game: Winning Strategies for Saving Urban America: Brookings Institution Press: 1999*  
*Towards A Sustainable America: Advancing Prosperity, Opportunity, and a Healthy Environment for the 21<sup>st</sup> Century, The President's Council on Sustainable Development: 1999.*

Throughout September  
September is the month of **Coastweeks 2000**, Ohio's celebration of Lake Erie, with over 40 events to be held along the shoreline. For more information contact the Ohio Lake Erie Commission Office at 419-245-2514 or see [www.epa.state.oh.us/oleo](http://www.epa.state.oh.us/oleo).

September 10  
**Urban Enduro Touro Cleveland** an on-and off-road tour of downtown Cleveland. For more information call 216-441-6430.

September 13  
The Cuyahoga County Planning Commission and the **Green Space Working Group** are holding a series of community meetings beginning September 13. For times and locations contact Kathleen Rocco at 216-443-3735 or by e-mail at [krocco@www.cuyahoga.oh.us](mailto:krocco@www.cuyahoga.oh.us).

September 13  
The ReDeveloping Cleveland lunch series at the City Club of Cleveland presents a variety of panelists to discuss **Euclid Avenue: Redesigning Main Street**. Lunch begins at 11:45 followed by a panel discussion and questions. For information or reservations call 216-621-0082.

September 14  
Kick-off year two of the **Redesigning Cleveland for the 21<sup>st</sup> Century** speaker series with Janine Benyus, author of six books, including *Biomimicry: Innovation Inspired by Nature*. Across the country, Benyus is inspiring the building industry to design and build using nature as a model. Event will be at the Cleveland Public



**Solar power events**

- Solar power for homeowners workshop, 1-5 p.m. on September 23, Lakeland Community College T Building. \$15 registration fee.
- Program on shopping for electricity in Ohio's deregulated market, 1-3 p.m. on September 30, Mentor Library.
- Northeast Ohio Tour of Solar Homes on October 14.
- Workshop on new opportunities for solar power in Ohio, 1-4:30 p.m. on October 30, Columbus.

For more information about all events, call SEED Ohio (Sustainable Energy for Economic Development) at 440-526-9941.

Library, Louis Stokes Wing at 5:30 p.m. To register call 216-732-3385.

September 14  
The 2<sup>nd</sup> Annual **Hunger Tour** of the Greater Cleveland Committee on Hunger from 11 a.m to 1 p.m. For more information call 216-436-2264.

September 15  
Robert Glenn Ketchum will present slides and comments on the **future of conservation** at the Happy Days Visitor Center on SR 303. For more information call the Cuyahoga Valley National Recreation area at 800-445-9667 or see <http://www.nps.gov/cuva/programs.htm>.

September 15  
Oberlin College will dedicate the **Adam J. Lewis Center for Environmental Studies** at 4 p.m. followed by a campus address at 8:30 p.m. by William McDonough, 122 Elm St. in Oberlin. To RSVP call 440-775-6785.

September 16  
Symposium on the **ecology of the second industrial revolution** at Oberlin College's Adam J. Lewis Center for Environmental Studies, 10 a.m. at 122 Elm St. in Oberlin. To RSVP call 440-775-6785.

September 16  
A workshop on the relationship between local living, good health and **sustainable agriculture**. Events begin at 1 p.m. at the Stratford Farm Ecological Center. For registration information, call the Ohio Ecological Food and Farm Association at 614-421-2022.

September 16  
Tour the **Gasser Farm**, a small, organic dairy farm with the Ohio Ecological Food and Farm Association (OEFFA). Open from 1 to 4 p.m., located at 10148 Eby Rd. in Sterling. For directions call 330-939-5980.

September 17  
Hike-a-thon to benefit the Nature Center at **Shaker Lakes**, 8:30 a.m., fee. For more information call 216-321-5935.

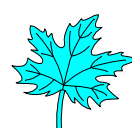
September 17  
Common Ground **fall festival** from 1 to 6 p.m., 14240 Baird Rd., Oberlin. For more information or to RSVP call 440-965-5551.

September 19  
The Cleveland Green Building Coalition presents the first in a series of professional training workshops, **Green Building Assessments**, from 9 a.m to 4 p.m. with a focus on green building benchmarks and

rating systems, including LEED. The workshop will include a hands-on component as well as a theoretical piece. This workshop will prepare participants for the LEED accreditation test. For registration of this workshop call the Cleveland GBC at 216-732-3385 or see [www.clevelandgbc.org](http://www.clevelandgbc.org).

September 20  
Northeast Ohio **Commuter Rail** Advisory Committee meeting, 1:30 p.m. at NOACA, 1299 Superior Ave. Call 216-241-2414.

September 22  
Ohio Canal Corridor celebrates **CANALiversary 2000** with a lobster bake and auction, 7 to 11 p.m. at the Lockkeeper's Inn. For reservations and information call 216-348-1825.

September 23  
 **Tree identification workshop**, 10 a.m. at Metzenbaum Park and 2 p.m. at Crystal Lake Shelter, Headwaters Park. For more information or registration call Geauga Park District at 440-285-2222, ext. 5420.

September 23  
Tour the **Risley Agricultural Center**, a non-profit, organic farm with the Ohio Ecological Food and Farm Association (OEFFA). Open from 9:30 a.m. to 12:30 p.m., located at 5220 Root Rd. in Spencer. For directions call 330-648-2711.

September 23-24  
**TASSLE bike tour** Along the south shore of Lake Erie in routes of 150/100/50 miles, starts in Lakewood. For more information call 440-246-4677.

September 24  
Investigate **Lake Erie** on a naturalist-led hike, 2 p.m. at Mentor Lagoons Nature Preserve. For more information or to register call 440-257-0777.

September 27  
Monthly program of the Northeast Ohio Sierra Club featuring perspectives on **international family planning**, 7:30 p.m. at the Cleveland Metroparks CanalWay Visitor Center off E. 49th St.

September 28  
Seminar on **community reinvestment**, 8:30 a.m. to 2 p.m. with the Federal Reserve Bank of Cleveland, 1455 East 6<sup>th</sup> St. in Cleveland. For registration information call 216-579-2846.

September 29-October 1  
Ohio Chapter of the **Sierra Club's Annual Retreat** will be held at Kelley's Island. For information call Chuck Davis at 419-893-3174.

September 29-October 1  
The **6<sup>th</sup> Annual Buckeye Gathering** focusing on globalizing biodiversity—work, trade, and ecology — will be held at Camp Geneva Hills in Hocking Hills. For more information call 740-594-6400.

September 30  
National Heritage Corridor walking tour of Cleveland's **Warehouse District**; meet in the lobby of the Terminal Tower at 10 a.m.

September 30  
Cuyahoga Valley **farm and garden** tour of Crooked River Herb Farm, 2 p.m. at the farm on Akron-Peninsula Road south of Bolanz Road.

October 4-5  
Workshop on alternatives to **stormwater control** through watershed management and better site design by the Center for Watershed Protection. Begins at 8 a.m. at Fawcett Center at Ohio State University. For more information call 614-292-6538.

October 4-8  
The conference, "**RAIL~VOLUTION 2000**: Building living communities with transit," will be held in Denver, Colorado. To obtain registration information see [www.railvolution.com](http://www.railvolution.com) or call 800-788-7077.

October 7  
**Regional air service issues conference**, 8:15 a.m. at the Visiting Nurse Association, 2500 E. 22nd St. \$10. Sponsored by the Greater Cleveland Suburban Council Assoc., Northeast Ohio Regional Alliance, and the Citizens League. Call 216-241-5340 for registration information.

October 8  
**Towpath Trail bike ride** from the Station Road Bridge Trailhead off Riverview Road to the CanalWay Visitor Center, 10 a.m. to 3 p.m.

October 8  
Afternoon **bird walk**, 2 p.m. at the Mentor Marsh Nature Center, 5185 Corduroy Rd. in Mentor. For more information call 440-257-0777.  
October 11

The ReDeveloping Cleveland lunch series at the City Club of Cleveland presents a variety of panelists to discuss **On the Waterfront: Shoring Up Our Future**. Lunch begins at 11:45 followed by a panel discussion and questions. For information or reservations call 216-621-0082.

October 14  
Bike the Cuyahoga Valley National Recreation Area **Towpath** in Akron with the Ohio Canal Corridor. Meet at Gould parking lot on the corner of Rockside and Canal roads at 9 a.m.

October 27  
**Sierra Club Candidates Forum**, 7:30 p.m. at the Nature Center at Shaker Lakes, 2600 South Park Blvd. in Shaker Heights.

October 29  
**Mentor lagoons** walk, 2 p.m. at the Nature Center, 5185 Corduroy Rd. in Mentor. For more information or to register call 440-257-0777.

October 30-31  
The **Ohio Alliance for the Environment** 23<sup>rd</sup> annual conference and awards reception, "Environment and the new century: How can we successfully work together?" at the Radisson Airport Hotel in Columbus. For more information visit [www.ohioalliance.org/html/upcoming\\_events.html](http://www.ohioalliance.org/html/upcoming_events.html).



**What We Love...and What We Don't: Images of the Western Reserve**

A public education project by EcoCity Cleveland to give citizens the language and principles they need to be more sophisticated advocates for good design and smart growth — for great buildings, streets and neighborhoods.

**Visual preference workshop** — Saturday, November 11, 9 a.m. to noon, at the Visiting Nurse Association Auditorium, 2500 E. 22nd St. (Space is limited; please call 216-932-3007 to register.)

**Public show and lecture** — Tuesday, November 14 at 7 p.m., Waetjen Auditorium, Cleveland State University Music and Communications Building, 2001 Euclid Ave.

**Both events are free. Save the dates!**

**Board meetings of regional agencies**

Here are the regular, monthly meeting times of agencies that are shaping our region. Call to confirm, as times and locations sometimes change.

- **Cleveland-Cuyahoga County Port Authority**, 101 Erieside Ave. Cleveland, 216-241-8004. Friday of first full week at 10 a.m.
- **Cleveland Metroparks**, 4101 Fulton Parkway, Cleveland, 216-351-6300. Second and fourth Thursdays at 9 a.m.
- **Cuyahoga County Planning Commission**, 323 Lakeside Ave. West, Cleveland, 216-443-3700. Second Tuesday at 2 p.m.
- **Greater Cleveland Regional Transit Authority (RTA)**, 1240 W. 6th St., Cleveland, 216-566-5187. Second and fourth Tuesdays at 9 a.m.
- **Northeast Ohio Areawide Coordinating Agency (NOACA)**, 1299 Superior Ave., Cleveland, 216-241-2414. Board meeting second Friday at 10 a.m. Transportation Advisory Committee third Friday at 10 a.m.
- **Northeast Ohio Regional Sewer District**, 3826 Euclid Ave., Cleveland, 216-881-6600. First and third Thursdays at 12:30 p.m.

## **Resolution to participate**

*The following pledge was signed by many of the participants  
at the Sustainable Communities Symposium 2000,  
May 11-13 in Cleveland.*

We, the undersigned,  
declare our intent to carry forward the goals and objectives outlined at the SCS 2000.

We pledge to continue to work together to develop a strategic plan of action for Northeast Ohio  
that protects our natural assets, gives a competitive edge to our businesses,  
and provides us with livable communities  
without compromising the ability of future generations to do the same.

Further, we pledge to take an active leadership role in promoting attitudes and policies  
that further the principles of sustainability  
to make our region a national model as a desirable place to live, work and play.

We resolve to the best of our ability to start immediately  
to implement the goals and objectives of SCS 2000 in our daily lives,  
our places of business,  
and in our communities.

For more information on how to participate, see [www.scs2000.org](http://www.scs2000.org) or call 216-523-7495.

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the headlines may be a decade from now."**

—David Orr, Oberlin College Environmental Studies Program

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