PLANNING TO STAY

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

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.
We are pleased to publish this special issue about the Sustainable Communities Symposium 2000. One of EcoCity Cleveland's essential roles is to chronicl e 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, integrative 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 communities, 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 Albens and Paul Volpe (Architecture and Urban Design), Chris Swift (Infrastructure), Chris Cole (Business and Economics), and Kenneth Montlack (Political/Legal issues). Congressman Dennis Kucinich provided the initial inspiration for having a sustainable communities conference.

Special thanks to leaders 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.

Mission

EcoCity Cleveland is a nonprofit, tax-exempt, educational organization. Through the publications of the major funders of SCS 2000 and other programs, it will stimulate ecologic thinking about the Northeast Ohio region (Cuyahoga Bioregion), matter as an EcoCity Network among local groups working on urban and environmental issues, and promote sustainable ways to manage our human needs for food, shelter, productive work, and cultural communities.

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Introduction

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 how 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 didn't need enough resources to worry about competing for some finite things that we have to deal with. Then we invent the words. That's exactly the process that is going on today... 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 humanity's 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 about transformational change and the state of perfection. Rather it is a process of improvement and a context for decision making that forces us to define success boldly and holistically in terms of multiple benefits.

And sustainability is not a depressing goal. It is about the enhancement of 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 13-15 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 and to set priorities for sustainability. How do we 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 workshop that allowed participants to discuss the recommendations and craft 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.
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 Adams, Build Up Greater Cleveland

David Beach, EcoCity Cleveland

Paul Diegelman, U.S. Department of Housing and Urban Development

Gary Dettlaff, Office of Congressman Dennis Kucinich

David Gess, Build Up Greater Cleveland

Soren Hansen, American Society of Civil Engineers, Cleveland Section, and Cleveland Engineering Society

Kathy Hester, Levin College of Urban Affairs, Cleveland State University

Lisa Hong, Case Western Reserve University Center for Regional Economic Issues

Sadu Johnston, Cleveland Green Building Coalition

Lyn Latture, U.S. Environmental Protection Agency

Rosemary Szmbly, Levin College of Urban Affairs, Cleveland State University

Richard Winkhöfer, U.S. Environmental Protection Agency

Priorities for change

In the months leading up to the symposium, four working groups (Architecture and Urban Design, Infrastructure, Business and Economics, and Politics/Law) 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 it could 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 association, form coordinating groups to accomplish the many functions required for cooperative regional planning and political action.
- Create a new umbrella organization or federation to accomplish the many functions required for cooperative regional planning and appropriate educational and political action.

The last portion of the symposium also included an open “microphone” where following addresses by U.S. Congressman Donna Kuccinich, RTA general manager Joseph Calabrese, and Mark Tomaszek 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 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.

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 sustainability 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 Commissioners to take that plan and turn it into something that actually gets implemented.

— Cuyahoga County Commissioner Jane Campbell

welcoming remarks at SCS 2000

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和地区 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 sustainabili ty into the specifics.

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

The symposium agenda

Sustainable Communities Symposium 2000
Cleveland State University
Convention 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 — Gary 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 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 "Rebuilding 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 Dowman, Cuyahoga County Planning Commission
Paul Vojcik, City Architecture
Ruth Durlove, Urban Design Center of Northeast Ohio, KSU
Curlis Tucker, Cuyahoga County Planning Commission
Patty Stevens, Schmidt-Capel and Parker Stevens
Business and Economics
Chris Cole, Venture Lighting International

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 Tomash, 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 community?

Sustainable Being Strategic
cultural, and class change.

Exacerbation of
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number of consumers
rich and poor, link their
impossible.

Limits --

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rutendou s amount of activity

creates a tremendous gift for Northwest Ohio - the
type of thought that went into the Working
communities.

The thought and practice of sustainability

Sustainable City is required.

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.”

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.”

Sustainable City is required.

Jobs we’d like to see in Cleveland

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

Urban Sustainability Strategy Advisor
Salary Range: $55,350 - $74,709

Primary duties: Urban sustainability is a relatively new initiative in the City of Seattle.

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 report on the sustainability mandate of the City’s 20-year Comprehensive Plan.

In terms of metropolitan development, 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 ourselves up 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 local institutions, public institutions it’s much safer to continue to do things that we know don’t work than to try something new.

The price of mistakes in the public
Fraying ecosystems in an unsustainable world

According to a recent study by a worldwide group 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.
- Seven 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 overfished 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 Europe's rivers that form part of the world's largest rivers.
- Twenty percent of the world's freshwater fish are extinct, threatened or endangered.


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 is his reflection after the all-day session on Friday, May 12:

Engaged citizens: There is really a lot of activity in the region. People are still interested, but they haven't gotten stuck in definitional battles of what is sustainability and what's not. Sustainability are just out doing things. And that's incredibly important because the energy for this is going to come from the communities. Sustainability, everywhere, is happening, not only has to be enabled by policymakers, but also has to be the cause of the citizens of the region. If it's not, you don't want people's won't happen. And it seems to matter here.

Make better use of natural capital, the build 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 I mean the natural capital, the built environment and the human potential. Natural capital - the lake, the 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 interesting and beautiful buildings in your downtown that exist in any urban place in America. In that respect, we were fortunate to have 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. 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 or environmental problems. By wasting human potential you are wasting the most valuable thing you have. And you are throwing away that natural resource that actually grows with its use in human intellectual capacity.

Everything else gets changed or depleted.

Making sustainability the organizing principle:

Another thing that you have that's really important is expressing the issues that confront us today. It's not optional any more.

Coalitions are necessary:

The next thing is that there is not a broad-based coalition of individuals who are willing to combine their resources with the community 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 last 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, who shares who wins, who loses. There is not a broad-based coalition of individuals, each or the public, who has the responsibility and 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 practical that we are all here. Urban places exist just as a natural capital and its systems support the aggregate infrastructure. They exist in order to increase the human potential that every community has a chance for a better life.

So you are going to need to speak about these issues in a new way. Most communities and most citizens are much more comfortable treating these as though they are political problems as though they are moral problems. But you can't be in mind that everybody involved in these things are behaving rationally from his or her own perspective. It may be irrational to you, but it's rational to them. And if you just sit back and declare them to be irrational without understanding what motivates their behavior, the ability to create the dialogue necessary to agree on a different path goes away.
Building communities, working with nature

Architects and Urban Design Working Group

The following three articles are adapted from the presentation of the SCS 2000 Architecture and Urban Design Working Group, chaired by Paul Almason 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

To provide all the wonderful comforts and loaf of bread. But the price we have paid for the wonderful comforts and loaf of bread. But the price we have paid for the wonderful comforts and loaf of bread. But the price we have paid for the wonderful comforts and loaf of bread.

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, triples, 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 proximity of community and connection to other people and the places that we inhabit.

Similarly, we need to provide a variety of public spaces, including places where we can participate in cultural rituals of the community and live 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 example, even if we do not quite up to the rigor 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.

And we need to design more flexible building types—buildings that can adapt to new uses and changes over time.

We must look at the quality of the public realm, creating a rich mix of quality public spaces 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 urban transport 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 latitude of people involved in making decisions about human habitation.

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

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 biological 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.
6. 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.
7. Encourage the inclusion of all economic and environmental factors in cost/benefit accounting in land use and development decisions.
8. Avoid development decisions that shift economic benefits or environmental burdens from one location to another.
9. 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.
10. Encourage that all new development and redevelopment initiatives add the need to protect and preserve access to historic, cultural and scenic resources.

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10. Encourage that all new development and redevelopment initiatives add the need to protect and preserve access to historic, cultural and scenic resources.

To work with nature, we need to understand what our ecology is, what our climate is, what our soils are, what our ecology 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 Parram 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.

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.

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

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

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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 greenspaces 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 grow smarter community.

Growing smart — for economy, environment, and community. We need to anticipate and protect priorities, always do that in Northeast Ohio and development, densities — desperate for existing cities and towns.

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 sustainable design in architecture and planning.

- Use Location Efficient Mortgages
- Recycle building materials.
- Reduce use of non-renewable resources — use pavement heat pumps, mixed-use, and create wetlands to manage stormwater and create green roofs.
- 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.
- Manager utility extensions.
- Establish an Urban Growth Boundary to define appropriate areas for growth.

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

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 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 credible, relevant, timely, and have to have the right audience. So it was no surprise that the environmental community was one of the first to receive the message.

Chris Cole is with Venture Lighting Inc.

Broadening the base

By Lisa Hong

We are excited about possibilities for the future. The process can be seen as a watershed in the economy, a shift towards sustainability by demonstrating their commitment to the five corporate sustainability principles:

• Technology: The creation, production and delivery of products and services should be based on innovation and organization that use natural, natural 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 to sustainability by influencing other large businesses and corporations.

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 ingredients in the community here to be able to do so.

Another goal involves promoting the reindustrialization of the inner city. We need to create 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.


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

• Technology: The creation, production and delivery of products and services should be based on innovation and organization that use natural, natural 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 to sustainability by influencing other large businesses and corporations.

• Society: Sustainability companies should encourage lasting social well being by their appropriate and timely responses to rapid changes in developing demographics, migratory flows, shifting cultural patterns and the need for lifelong learning and continuing education.

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

At a result, corporate sustainability is an inevitable concept. This relationship is crucial in driving interest and investments in sustainability to the mutual benefit of companies and investors. At this benefit circle strengthens, it will have a positive effect on the societies and economies of both the developed and developing world.
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 land assembly and eeo-industrial parks.

- 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.
- Support consensus community, labor and environmental groups to build up regional infrastructure networks, comprised in part 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, Stoker and Hostetler, are on pages 17-18. The group’s priorities follow on page 19.

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 (BOGC). BOGC 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.

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 depreciable 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 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 and programs in law to solve the process of engaging neighborhood residents so that improvements are resident-driven and respect local conditions.

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

Dave Goss is director of Build Up Greater Cleveland (BOG), 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 or other activity.

1. 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.

2. Sustainable use of natural resources

We will make sustainable use of renewable natural resources, such as water, soils and forests.

3. Reduction and disposal of waste

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.

4. Energy conservation

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

5. 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.

6. 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.

7. 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.

8. Informed 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 serious incidents or conditions to management or to appropriate authorities.

9. Management commitment

We will implement these Principles and sustain a process that ensures that the Board of Directors and Chief Executive Officers 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.

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 CEC 2000 Infrastructure Working Group. Items in italics were top priorities established at the symposium.

Regional coordination

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

1. Advocate for a State of Ohio mandate (to include funding incentives) that requires each county to prepare a sustainable development/redevelopment strategy.

2. 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.

1. 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.

2. 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.

1. Facilitate the development and implementation of sustainable "smart growth" programs/plans at state, regional, and local government levels.

2. 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.

1. Continuously advocate to Northeast Ohio residents and public/private leaders the value of providing for existing infrastructure maintenance needs.

2. Continue to 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 Northeast Ohio workforce.

1. 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.

2. 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.

EcoCity Cleveland © Summer 2000

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Balancing the playing field for older communities

Recognizing that many of the reforms required by a sustainability agenda cannot be enacted without a change in tax incentives, the 2003 renewal of the Economic Renewal Act was a significant step. Through the act, the government is able to provide incentives for the development of affordable housing for older adults. However, these incentives are not without their limitations. In many cases, the incentives are designed to attract developers to areas that are not conducive to affordable housing. As a result, older communities in need of revitalization may struggle to access the necessary resources.

New development at the edge of our metropolitan area is fueled by artificially cheap land. This is because the full costs of development are not borne by the owners and end users. New development at the edges of the region is also fueled by the generous tax incentives available for development. Despite these incentives, there are some limitations to their effectiveness. For example, the incentives are designed to attract developers to areas that are not conducive to affordable housing.

In Ohio, new development is truly the priority, and there is a lack of priority for older development. There are relatively few tax incentives available for support redevelopment. Therefore, we have to work to make this a 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 our brightest young people 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 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 Subway Corridors 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 obsolete housing. This 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 “greystocks”, if you will – 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 by the loss of the food chain are, at the national level, we might follow the example of State Senator Charles Brown, who a few years ago brought the idea to the State Assembly, HB 463 represents the first step in this regard. We already have a federal program called the Community Development Block Grant that provides funding for local governments to use for community development and other activities, but there are limitations to its effectiveness. The Enterprise Zone Program provides tax incentives to businesses located in the zone, but it is limited by the size of the zone and is subject to expiration. Even then, the tax incentives provided are not enough to make the development of new communities feasible.

In addition, we think that real estate values in older communities are not being properly addressed. For example, some of the most valuable property in older communities is being gentrified. This process can result in the displacement of long-time residents and the loss of community character.

Another underlying observation is that the place, the political culture, and the circumstances dictate the shape of any agenda. There are a number of agendas at work in older communities, and there are various constituencies that support one sort of agenda item over another. What is important here is that these constituencies, if they are going to accomplish anything, must work together in cooperation and integration. 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 pragmatism must go. If the state achieves that, we don’t have to worry about discussing anything else.

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For example, it would be a mistake to prevent cities from collecting some taxes on nonresidents who work in their communities. To do that would effectively hit many fragile local economies. The state also must ensure greater equity of school funding. I don’t have to say more about that, except to say that children do care about and should be made to feel that funding 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 reality relates to a smart growth agenda for Ohio (see a summary at 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 Oayski before the Ohio Farmland Preservation Task Force, the 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 vise versa.

Our cities and counties, of course, must meet their responsibilities for community stewardship and not impede sound, sensitive redevelopment. To accomplish this, other communities may have to reform and modernize building and zoning codes, as well as work on the best method for remembrance lands and their use.

On this last point, I want to say that we have been very fortunate in this county. We have some good county 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.

Kim Morris is a mayor of Cleveland Heights and chair of the First Suburbs Consortium.

Symposium breakout group for political/legal issues
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-up 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 incentives.
- 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 persons 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 level (municipal, township and village).
- The state should require and provide resources for sustainable development planning at the regional level, as well as at the county, municipal and township level.
- 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.

To make sure that health became part of SCS 2000 priorities, the chair of Cleveland City Council’s Public Health Committee, Margaret Gordon, very much wanted 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 sustainability 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 distinguish us for a long time in the future.

First of all, when we talk about communities, I am 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 hope that by the time we get to the larger region, 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 studies looked at death rates among black and white people, various cancer rates, infant mortality rates, sickness rates, HIV/AIDS, and other measures. As you can probably imagine, the City of Cleveland had the worst statistics.

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 5th 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 know it is over. I commended the federal and state social services 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 Cleveland, in attracting affluent residents to plan and marketing land for redevelopment. Evidently, the Euclid Center 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 Cleveland residents, especially elderly people living in subsidized or unsubsidized housing. Some of this housing is being torn down or made way for new developments and new market-rate housing, pushing more and more people into situations that are unsafe and unsanitary. This is public health.

As Cleveland City Council debates the issue of a new tax, I keep bringing up the business community that there are not enough people in the labor pool to choose from. Cleveland area businesses have even trained and educated people to choose from for entry-level jobs, even though the school systems are bad. So, 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 cannot read, write, and add, it means to wash their hands after they got 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 clean. Or what mean 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 am 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.

Health priorities
Based on the break-out discussion at SCS 2000, here are some beginning priorities for health:
- Connect public health to the economic bottom line (e.g., a healthy, productive workforce).
- Connect public health to state, federal, and local funding decisions?
- Establish principles for environmental health organizations?
- Establish principles for environmental health organizations.
- Establish principles for environmental health organizations.
SCS 2000
Foraging a regional civic vision

By Kathy Heater

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 convener for public discussion of key issues facing 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 late this year) and a series of programs much like SCS 2000 that will bring together all sectors of our region to talk through issues 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 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, challenged us to think about how we could understand our city and develop 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 spirit.

Yet, 18 years later, as Cleveland enters its third century as a city, its fate is more than ever intertwined with that of the region. The challenge of SCS 2000 is to engage the community in building new 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 afford local problems with local solutions. David Rock, urban expert and consultant, compares this misguided strategy to running up an increasingly faster downhill 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, 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 the programming worked hard to transform the concepts of sustainability into concrete reality. The challenge now is to keep this momentum going and to encourage others to join. Please visit the SCS2000 website at 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 Heater 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 ripe with possibilities. It’s truly transformational... because we are moving to a more holistic view about how our society is connected and interdependent. This means we are all interdependent, a way of thinking that has become less fashionable, then inserted in our educational curricular 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, and realizing the long-term impact of the choices that you make.

Sustainability has to empower people, show them 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 LTYP doing at a sustainable communities conference?’ You people have that big steel mill in the back all the time.

It’s a good question, but I think I can explain it very simply. LTYP in not a dot.com. We are about participants. 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 community, not only through the company’s taxes, but also through the taxes of our employees. Last year we paid something in the neighborhood of $350 million worth of the wages in the City of Cleveland through our Cleveland works. When you think of the overall concept of sustainability, the concept of a viable productive economy that is 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 Tomasz, senior director of Corporate Communities at LVTV Steel.

The federal interest in local livability
By Lyn Luttrell

Dramatic demographic and economic changes, coupled with sprawling urban development, have created environmental problems in cities and towns across the nation. These ecosystems and infrastructure of Northeast Ohio. Indeed, several years ago the Regional Environmental Protection Program (REPP) of Case Western Reserve University determined that the top five environmental concerns in the region were erosion from the urban core, quality of the urban environment, outdoor air quality, surface water quality, and the use of resources and energy.

The program involved a “Public Committee” of more than 30 leaders from civic, business, governmental, minority, neighborhood, educational, religious and media organizations. This Public Committee aggregated issues of public and private concern. It convened 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 region address 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 of the ideas around the region 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 non-profit 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 partnerships that the Region has created.

Across the country and around the world, there is a transformation in the way business is done, breaking the idea that a firm is growing, and how people live. This transformation is making fortunes, saving cities and farmland, and creating more sustainable health 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.

EcoCity Cleveland Summer 2000

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 a disaster...If you want to preserve our communities and see our communities remain strong for the foreseeable future, then invest in our educational system will be paid back tenfold in the future.

—DeaGoila, senior at Cleveland Heights High School

The Working Group participants
For more than six months leading up to SCS 2000, working groups met to develop action plans for:

—EcoCity Cleveland
—EcoCity Cleveland
—Urban Design
—Environmental Design Group
—EcoCity Cleveland
—The HouseMender, Inc.
—Ohio State University
—MainSource Connections
—Montgomery Watson, Inc.
—Northeast Ohio Aramco Coordination Agency
—Ohio EPA
—Ohio University Extension Urban Gardening Program
—R.P. Carbon Co.
—Regional Solutions
—Schmidt Copeland Parker Stevens
—Shorebank Enterprise Group
—Smart Coast
—State Rep. Ed Jones
—State Senator Sponge Finger
—The Cleveland Press
—U.S. Department of Housing and Urban Development
—U.S. EPA Region V
—U.S. EPA Radiation and Indoor Air Section
—Urban Design Center of Northeast Ohio, KSU


EcoCity Cleveland Summertime 2000

24
25
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 love, especially for non-violent social change. And it occurs to me that at a deeper level that is what we are talking about. We are talking about love, especially for non-violent social change.

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 undue 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 dialogue 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 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 swim 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, arm We knee-skinned it you and me, underneath the river bed This is where we walked, this is where we swim

Take a picture here, take a souvenir.

Cuyahoga, Cuyahoga, gone

Let's put our beads together, start a new country up Underneath the river bed we humed 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 pavers, saving face, secured in faith

Bury, burn the waste behind you.

Cuyahoga, Cuyahoga, gone.

—from the Lifes Rich Pageant compact disc by R.E.M., 1986
Throughout September, Ohio’s celebration of Lake Erie, with over 80 events to be held along the shoreline. For more information contact the Ohio Lake Erie Commission Office at 419-245-2354 or see www.epa.state.ohio.us/loe.

September 10 Enduro Tour Cleveland an on-and-off road tour of downtown Cleveland. For more information call 216-641-6536.

September 13 The ReDeveloping Cleveland bunche series at the City Club of Cleveland presents a variety of panelists to discuss Ohio’s celebration of Lake Erie. Lick’em off to the Ohio Future. Lunch begins at 11:45 followed by a panel discussion and questions. For more information or to register call 216-621-0082.

September 14 The 21st 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 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 information or call the Cleveland GBIC at 216-732-5385 or see www.clevelandgbic.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 CanalCorridor: The Lockkeeper’s Inn. For more information call 740-594-6400.

September 30 Ohio’s celebration of Lake Erie, with Ohio’s celebration of Lake Erie in routes of 50-100 miles. For more information or to register call 440-257-0777.

September 30-October 1 The Ohio Alliance for the Environment 25th annual conference and awards reception, "Environment and the new century: How can we successfully work together?" at the Radisson Hotel in Columbus. For more information visit www.ohioalliance.org/bioevents.html.

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 614-292-6530.

October 4-8 The conference, "RAIL-VOlUTION 2000: Building livable communities with transit," will be held in Denver, Colorado. To obtain registration information see www.railvolution.com or call 800-788-7678.

October 7 Regional air service issues conference, 8:15 a.m. at the Visiting Nurse Association Conference Center, 250 E. 122nd St. $10. Sponsored by the Cleveland Suburban Council Assoc., Northeast Ohio Regional Alliance, and the Citizens League. Call 216-241-5348 for registration information.

October 7-8 TASSLE bike tour Along the south shore of Lake Erie in routes of 150/500 miles, starts in Lakewood. For more information call 440-246-4677.

October 15 Tinker’s Creek Gorge will host the Tinker’s Creek Fall Festival, 9 a.m. to 4 p.m. at the Tinker’s Creek Gorge Nature Preserve. For more information call 740-257-0777.

October 20 The 2nd Annual Buckeye Gathering focusing on glocalizing biodiversity, trade, and trade, will be held at Camp Geneva Hills in Hocking Hills. For more information call 704-594-6400.

October 25 Bike the Cuyahoga Valley National Recreation Area Towpath in Akron with the Ohio Canal Corridor. Meet at Gould parking lot on the corner of Rootside 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 lagoon tour, 2 p.m. at the Nature Center, 5185 Cordury Rd. in Mentor. For more information or to register call 440-257-0777.

October 30-31 The Ohio Alliance for the Environment 26th annual conference and awards reception, "Environment and the new century: How can we successfully work together?" at the Radisson Hotel in Columbus. For more information visit www.ohioalliance.org/bioevents.html.

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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 or call 216-523-7495.