

Cleveland Climate Action Fund Round #1 Project Evaluations



Cleveland
Neighborhood
Progress



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Draft Report: January 24, 2018

Introduction

In 2008, the Cleveland Climate Action Fund (CCAF) was founded as the first community-based, open-access carbon reduction fund in the United States. Since then, the CCAF has invested in projects in Cleveland that improve quality of life, increase climate-related resilience, and mitigate greenhouse gas emissions. The CCAF provides a benefit to the residents of Cleveland by supporting local efforts to take meaningful climate action.

In late 2015, The Kresge Foundation provided funding to Cleveland Neighborhood Progress (CNP) to build climate-related resilience in four neighborhoods of

Cleveland. In addition, the George Gund Foundation pledged additional resources. A portion of the funding from the foundations was set aside to support small projects through the CCAF.

In the summer of 2016, CNP and the City of Cleveland worked with a core team of advisors from Kent State University, the University at Buffalo, and several community development organizations to recruit community-based projects that promoted climate resilience. In the first round of funding, eight climate resilience projects were selected from three neighborhoods of Cleveland: Central-Kinsman, Slavic Village, and Detroit Shoreway.

Neighborhood	Project Description	Budget	Key Performance Indicators (KPIs)
Central-Kinsman	The <i>It's Always Hope</i> project was a series of events to highlight the environmental issues of the neighborhood and their potential health impacts. The project also hosted CPR/AED training to educate the community on emergency preparedness.	\$2,146	<ul style="list-style-type: none"> • # CPR/AED instructors trained • # CPR/AED demonstrations • # emergency kits distributed • # wellness checks performed • increased social cohesion
	The <i>Bridge to Green</i> project was a film that documented climate resilience projects in the neighborhood. Since many community members lack internet access, DVD and USB drive copies of the first film were distributed to community members as well as posting them online.	\$2,450	<ul style="list-style-type: none"> • # of videos distributed to residents • # of views online • Increased awareness of climate-related issues
	The <i>Nature's Best Choices</i> project addressed food access and healthy eating. The project supported gardening lessons, hosted healthy eating workshops, and encouraged elderly residents to participate in a 6-week health challenge.	\$2,041	<ul style="list-style-type: none"> • # participants in sessions • # participants in challenge • Increased social cohesion
Slavic Village	The <i>Environmental Warrior</i> project hosted a one-day back to school fair. This event provided giveaways (e.g., magnets, crayons, and bike helmets) to teach children about climate resilience.	\$1,445	<ul style="list-style-type: none"> • # overall attendees • # children participants • Increased social cohesion
	The <i>Pershing Ramp Tree Planting</i> project highlighted the loss of urban tree canopy in the neighborhood. Through cooperation with the Ohio Department of Transportation, the project identified potential sites for tree planting and then planted trees along an exit ramp and in a school yard.	\$4,946	<ul style="list-style-type: none"> • # trees planted • Calculated tree benefits • Increased urban tree canopy
	Through the <i>Rebuilding and Greening Slavic Village</i> project, residents of the Hyacinth area worked with an externally funded project that renovated 20 homes to plant trees.	\$3,300	<ul style="list-style-type: none"> • # trees planted • Calculated tree benefits • Increased urban tree canopy
	The <i>Village Market Support</i> project used funds to bolster its connection to the community. The Village Market offers affordable, locally grown, and fresh produce to the Slavic neighborhood.	\$2,500	<ul style="list-style-type: none"> • # attendees at HoliDazzle event • # attendees at Village Market • Increased social cohesion • Increased community health and wellness
Detroit Shoreway	The <i>Dudley Triangle Project</i> , created a small park. The site had been identified in the Southwest Detroit Shoreway Masterplan as being a good area for additional green space.	\$5,000	<ul style="list-style-type: none"> • Land bank lease obtained • # community members reached via design days • Increase urban green space • Increased social cohesion

Total: \$23,832

CNP administered the awards on behalf of the City of Cleveland and the CCAF. These eight awards, totaling \$23,832 in support, were distributed to Burten, Bell, Carr Development, Inc.; Slavic Village Development; and the Detroit Shoreway Community Development Organization. These community development corporations either carried out the projects or served as the fiscal agents for the work.

The eight small projects, ranging from \$1,445 to \$5,000, covered climate resilience related issues like increasing the urban tree canopy, installation and conservation of green spaces, community health and wellness, and building community social cohesion. This report evaluates the first round of projects to

improve the effectiveness of the CCAF for future cycles of resilience-related funding in Cleveland.

Project Reporting

The first round of grant funding asked project leaders to communicate the results of their project using a standardized Microsoft Word template. Although the format was consistent, the questionnaire produced a wide range of responses. To fill in incomplete information, we followed up with teams by phone and email to gather additional material.

To improve the gathering of information from projects, we recommend that the report template be altered for Round 2 to include the following additional questions:

Category	Round 1 Report Questions	Additional Round 2 Report Questions
Basic	Project Name	
Contact Information	Name of primary contact person for this report	
	Primary Contact Email Address	
	Primary Contact Phone Number	
Sponsorship	Fiscal agent/sponsor (if applicable)	
Dates	Project start date	
	Project completion date	Project completion date
		Timeline of key activities: dates, location, and description (e.g., attendee contact information, invoices, etc.)
Outcomes	What benefits resulted from your project: (check or highlight all that apply) <input type="checkbox"/> Carbon pollution (greenhouse gas) reduction <input type="checkbox"/> Reduced energy use <input type="checkbox"/> More green space <input type="checkbox"/> Climate Resiliency <input type="checkbox"/> Community health/wellness <input type="checkbox"/> Community economic development <input type="checkbox"/> Social cohesion <input type="checkbox"/> Other:	Does your project relate to any of the following categories? Please elaborate. 1. Expand disaster response, capacity, preparedness, and knowledge 2. Reduced energy consumption/ weatherization 3. Cleveland Climate Action Plan Update 4. Strategic vacant land, green space expansion, and infill development policies
	What were the principal accomplishments of the project and how were they achieved?	What were the principal accomplishments of the project? (Please provide both quantitative and qualitative impacts on the community.)
		How were they achieved?
	What were the outcomes of your project?	What are the short-term and potential long-term outcomes of your project?
		What are the long-term plans to maintain your project?
Challenges	We recognize that circumstances can change, possibly affecting project implementation. What, if any, difficulties have you encountered, why did they occur, and how did you overcome them?	
Lessons Learned	Based on your experience, what advice would you give to others planning a similar project?	
	What have been the strengths and limitations of the project?	
	What would you do differently if you had the chance?	
Photographs	Please include a picture of your finished project and any links to public recognition, video or news articles highlighting your project.	
Budget	Budget: For each budget expense in the original application, please include the original amount budgeted and the amount spent. For each budget expense, if the amount spent varies by more than 20% from the amount budgeted, please include a justification.	

To encourage completion of the reports in a timely fashion, a small portion of the funding (e.g., 10 to 20%) could be held by CNP until the project is complete and a final report is submitted and approved.

Rather than making this a burden for project teams, the amount held (e.g., ~\$250) could be added to each budget for the time needed to prepare the report. This would also create an incentive for timely completion of the project; for example, the *Bridge to Green* project has yet to finish the second video promised in the application and the project lead submitted a handwritten report that was difficult to decipher.

In addition to the report, and to build knowledge of how the CCAF is increasing climate-related resilience in Cleveland, we suggest adapting the following interview questions from The Kresge Foundation report entitled, *Rising to the Challenge Together*, to encourage continuous improvement across future funding cycles:

1. Can you briefly describe your role and position in your organization?
 - a. Follow-up (FUP): How long have you been here?
2. Turning to the project(s) or stream of work that the CCAF has funded for your organization, can you tell me a bit about your specific role in that?
 - a. FUP: In what ways (if at all) have you addressed mitigation and adaptation within this work?
3. How big is this project or stream of work in the bigger picture of what your organization does?
 - a. FUP: Is (or was) this the CCAF-supported work co-funded by others?
4. How do you define resilience?
 - a. FUP: In what ways, if at all, does social equity play into what you do?
 - b. FUP: Do you think mitigation of greenhouse gas emissions is part of building resilience?
5. Over the time that you have been working on these issues, how has your understanding of resilience and the consideration of social equity changed?
 - a. FUP: Has your interaction with the CCAF in any way changed your thinking about these concepts?
6. Let's come back to the specific work you got funded by the CCAF. You already spoke a bit about what you did, but we would like to better

understand how you plan and implement a project/stream of work like that. Can you describe your internal process of identifying goals for the project: how you planned out what to do and how to implement the work?

7. Can you tell us more about what your project(s)/stream of work has accomplished?
 - a. FUP: What were the most significant accomplishments [look for results/outcomes, not activities]?
 - b. FUP: Probe for change in attitudes, understanding, capacity, policy impact, etc.
 - c. FUP: How do you know?
8. How would you describe the contribution your work makes to achieving greater resilience?
 - a. FUP: What would constitute "success," in your mind?
9. What do you need to be more effective in the ways you want to contribute to resilience?
10. How was your experience working with the CCAF?
 - a. FUP: What worked well? What has the CCAF done well?
 - b. FUP: Is there any way in which the CCAF added value beyond the grant?
 - c. FUP: What was challenging or not helpful? Could the CCAF improve that somehow?
11. You mentioned that your work is solely/not only funded by the CCAF. That gives you a particular perspective on the CCAF's role. How would you characterize the CCAF's role in building resilience?
 - a. FUP: What about in the context of equity?
12. From what you know of the CCAF's work and its role in the adaptation/resilience/social equity space, what do you think has been their impact on the field to date?
13. What would be a moonshot idea in adaptation/resilience building in your opinion?
 - a. FUP: If you were unconstrained and could do anything to make a difference, what would that be?
14. If it were all up to you, what are one or two changes you think a funder like the CCAF could make to be even more impactful in the adaptation/resilience arena?
15. Are there any other last thoughts you would like to share?

These interviews could be completed as phone interviews, audio recorded, and transcribed for a nominal fee by a transcription service. These completed transcripts from each project would provide rich qualitative data for the improvement of CCAF grant-making processes.

In addition to collecting qualitative data, one area where the grant-making and reporting can improve is in the development of Key Performance Indicators (KPIs) to show quantitative results. Grantees were not required to collect quantitative data for their projects other than the budget; this made tracking of results and aggregation of the total impact difficult. However, based on a review of the first eight projects, the following quantitative impacts were identified:

- 8 CPR instructor licenses earned,
- 15 elderly residents checked on regularly,
- 4 first aid kits, 4 weatherization kits, and 4 heaters distributed,
- 52 online views of the “Bridge to Green: Always Hope” video (as of January 17, 2018),
- 100 DVDs/USB drives of the *Bridge to Green* documentary distributed to residents,
- 16 seniors participated in a healthy-eating session,
- ~1000 people participated in a back-to-school fair about climate change,
- 79 trees planted, and
- 1 new pocket park created.

For future rounds of funding, it may be helpful to provide grantees with sample KPIs to help characterize their work numerically. The core team could develop a list for grantees to use, or the individual project teams could submit their preferred metrics to the CCAF before initiating work. With either approach, these metrics should be agreed upon before the work commences—it is extremely difficult to ex-post determine quantitative impacts if the data is not collected.

In addition, none of the eight projects in this round estimated greenhouse gas emissions reductions that resulted from their work. While climate resilience was the focus of this first round, it is important to balance mitigation and adaptation to climate change in subsequent rounds of funding.

Finally, in some cases, such as in the creation of green space or the planting of trees, there are existing online tools that can help to estimate impact. The core team should work to identify these tools up front so that grantees can use these tools to help refine their proposals and report consistent results.

Long-Term Impact

To increase the long-term impact of projects, it may also be helpful to complete videos (e.g., *Bridge to Green* video explaining *It’s Always Hope*) or to ask the project leaders to host workshops for potential grantees to share lessons learned.

The CCAF and CNP may also want to consider offering grant writing workshops or a deliberate pairing of the project leaders with outside funding agencies to increase the scope of the projects or expand to additional neighborhoods.

Finally, now that a work plan with four key areas has been established by CNP, future grant rounds could focus on one area like weatherization and then offer specific training for grantees to maximize impact.

Five Lessons Learned from Round #1

The following five lessons learned may help to increase the effectiveness of the CCAF and help Cleveland neighborhoods both reduce greenhouse gas emissions and adapt to the impacts of climate change:

1. Modify the existing report template, add a semi-structured interview, and compensate project leaders for submitting complete reports.
2. Work with project leaders and community development corporations to develop and track KPIs for all projects.
3. Work with project leaders and community development corporations to develop long-term plans to sustain projects or programs.
4. Make sure that future projects align with the four areas outlined in the Kresge work plan.
5. Disseminate project results through videos or social media; have project leads brief new cohorts of potential grantees to share key lessons learned.

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It's Always Hope

Promoting health and social cohesion in the Central-Kinsman Neighborhood of Cleveland, Ohio.



Participating Organizations

1. Burten, Bell, Carr Development, Inc.
2. Cuyahoga Metropolitan Housing Authority
3. Cleveland Neighborhood Progress
4. City of Cleveland

Date

8/2016 through 8/2017

Location

Central-Kinsman Neighborhood

Budget

\$2,146 for supplies and cardiopulmonary resuscitation training

Funding Sources

1. Kresge Foundation
2. George Gund Foundation
3. Cleveland Climate Action Fund

Related Project Goal

Increase climate-related preparedness and social cohesion

Key Performance Indicators (KPIs)

- # CPR/AED instructors trained
- # CPR/AED demonstrations
- # of emergency kits distributed
- # wellness checks
- Increased social cohesion

Vision and Goals

The neighborhoods of Central and Kinsman share a similar, but rich ethnic history on the city's east side. While the area has a high poverty rate, it still boasts a community college, budding agricultural zone, and community investments in healthy foods and education.

Both neighborhoods receive their names from the major streets running through them: Central Avenue cutting through the middle of the northern-most district, while Kinsman Road runs vertically through its similarly named neighborhood. Fairfax and Buckeye-Woodhill border the neighborhoods to the east, while Cuyahoga Valley and Slavic Village are to the west.

During the last 50 years, both neighborhoods' populations have declined, leaving high vacancy, poverty and crime rates in their wake. The New Deal Public Works Administration built several public housing projects in the area in the mid-1930s, including Outhwaite and Cedar-Central.

The "It's Always Hope" project is a direct response to current conditions of the neighborhood. Through the training of Central-Kinsman residents, the project hopes to create a community that is better prepared for health-related emergencies and extreme weather. This project also connects trainees to more vulnerable residents in public housing to increase social cohesion.

Activities

In July 2016, Burten, Bell, Carr Development, Inc. (BBC) and Hope Crump (a Cleveland Climate Ambassador) applied for a microgrant from the Cleveland Climate Action Fund to provide cardiopulmonary resuscitation (CPR) and automated external defibrillator (AED) training. The fund was supported by The Kresge Foundation and the George Gund Foundation.

After receiving funding in August 2016, Hope Crump obtained a CPR instructor's license from the American Red Cross. Using this license, she hosted two training sessions (1/2017, 3/2017) and three demonstration sessions in the Central-Kinsman neighborhood.



Outputs

In total, eight people received CPR instructor licenses at the two training sessions. They also received instruction in the use of AED equipment. These trainees, in turn, facilitated three community demonstrations at the Outhwaite Community Center, Cornucopia Place, and Ciclevia Central. The demonstration sessions were also used to distribute four space heaters, first-aid kits, and weatherization kits to members of the community.

From this group of eight trainees, five volunteered to work with Cuyahoga Metropolitan Housing Authority to conduct regular wellness checks on senior citizens.

Awareness of the CPR/AED training program grew from regular announcements made at community events and because of personal connections made with residents by Hope Crump.

Benefits

The CPR/AED training will increase the preparedness of the community to respond to health-related emergencies. The demonstrations will also increase the awareness of residents to types of training offered by the American Red Cross.

The emergency and weatherization kits provided to the community may help increase climate-related disaster preparedness; the residents expressed concern with heat waves, poor air quality, and high respiratory illness rates in the neighborhood.

As a pilot effort, the wellness checks on elderly residents can provide both regular assurance of their wellbeing during extreme events as well as increasing social cohesion within the neighborhood.

Expected Long-Term Outcomes

The project opened a dialogue for the community to identify and address the health-related needs of their residents. This training can help residents prepare for immediate- and longer-term emergencies.

The positive response to the training indicates that more people are interested in being prepared for emergencies; ten additional residents expressed interest in receiving the CPR/AED certification.

Bringing community members together around a common concern and addressing it may help build social cohesion in the long-term, however regular follow-up with trainees/residents and a tracking of efforts are needed to sustain the effort in the long run.

Lessons Learned

1. CPR/AED training is an important skill that many residents are interested in learning. These trainings can be a valuable gateway to talk about other climate- and health-related issues.
2. To this end, training sessions should include social cohesion building activities and networking opportunities.
3. The wellness checks on elderly residents are important to build social cohesion and preparedness; a larger effort may be warranted.
4. Monitor outcomes using standardized KPIs.

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Bridge to Green

Promoting education and social cohesion in the Central-Kinsman Neighborhood of Cleveland, Ohio.



Participating Organizations

1. Burten, Bell, Carr Development, Inc.
2. Cuyahoga Metropolitan Housing Authority
3. Cleveland Neighborhood Progress
4. City of Cleveland

Date

7/2016 through 10/2017

Location

Central-Kinsman Neighborhood

Budget

\$2,450 for production and distribution of DVDs and USB drives

Funding Sources

1. Kresge Foundation
2. George Gund Foundation
3. Cleveland Climate Action Fund

Related Project Goal

Increase climate-related preparedness and social cohesion

Key Performance Indicators (KPIs)

- # of videos distributed to residents
- # of views online
- Increased awareness of climate-related issues
- Increased social cohesion

Vision and Goals

Because of a high poverty rate, many of the residents of the Central-Kinsman neighborhood lack internet access. In addition, many elderly residents do not use computers. These two factors can lead to many people being unaware of the climate-related efforts that are occurring in the Central-Kinsman neighborhood.

To increase awareness of climate-related issues and to promote social cohesion in the neighborhood, the “Bridge to Green” project is attempting to reach the community using short documentary-style films to explain the climate resilience efforts of community development corporations and climate ambassadors.

As part of this effort, a short film was produced and posted to YouTube to reach a broad audience; DVDs and USB drives with the video were also distributed to residents of the Cuyahoga Metropolitan Housing Authority and at a community event.

Activities

In July 2016, Burten, Bell, Carr Development, Inc. (BBC) and Priscella Fayne (a Cleveland Climate Ambassador) applied for a microgrant from the Cleveland Climate Action Fund for the production and distribution of short informational films. The fund was supported by The Kresge Foundation and the George Gund Foundation.

In September of 2016, Priscella Fayne documented the CPR/AED training seminars held by the “It’s Always Hope” project, and interviewed both participants and the organizer, Hope Crump. In October 2016, a community outreach day was held to distribute DVD and USB drive copies of the film to area residents.

Outputs

The short informational video, available at <https://www.youtube.com/watch?v=7U32rI7q71Y>, introduces several of the climate ambassadors from Central-Kinsman.

The film highlighted the importance of CPR/AED training and how residents could participate. It also gave information on future climate-related workshops in the neighborhood. In October of 2016, after production and editing by a local videographer, 100 copies of the film were distributed on a community outreach day as DVDs and USB drives.



Benefits

The video highlights the importance of emergency preparedness, as well as spreading the word that the CPR/AED training is available. It also suggests that the issues are not generational, and that people of all ages are welcome to participate in building climate-related resilience, promoting a strong sense of social cohesion.

The informational film also advertises other events that are occurring in the community. With a fun, conversational format, it increases the likelihood that that residents will learn about programs offered, and potentially increase participation in the future events.

Expected Long-Term Outcomes

An informed community can lead to an involved community. The continuation of a series of short informational films can lend to the overall social awareness and social cohesion of the Central-Kinsman neighborhood. They can also help to document the efforts of the Climate Ambassadors.

Since producing videos are time intensive, and there have been a limited number of views online, Priscella Fayne is currently looking into opportunities to share the work of the climate ambassadors using other media. This may include the recently launched radio station in Central-Kinsman: WOYU 95.9.

Lessons Learned

1. Videos can help to explain and disseminate the climate resilience efforts of community development corporations and climate ambassadors.
2. However, even with the distribution of physical copies of videos, there may limited uptake of the message without significant promotion in the neighborhood. Videos should also be shared through social media or shown at community events.
3. Other forms of traditional media (e.g., radio) may be able to reach a wider audience in a neighborhood and be less production intensive.
4. Media impressions should be monitored to document the success of the outreach effort.

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Nature's Best Choices

Promoting health and social cohesion in the Central-Kinsman Neighborhood of Cleveland, Ohio.



Participating Organizations

1. Burten, Bell, Carr Development, Inc.
2. Cuyahoga Metropolitan Housing Authority
3. Cleveland Neighborhood Progress
4. City of Cleveland

Date

7/2016 through 10/2017

Location

Central-Kinsman Neighborhood

Budget

\$2,041 for equipment, marketing, and gardening training

Funding Sources

1. Kresge Foundation
2. George Gund Foundation
3. Cleveland Climate Action Fund

Related Project Goal

Increase climate-related disaster preparedness and knowledge

Key Performance Indicators (KPIs)

- # participants in sessions
- # participants in challenge
- Increased social cohesion

Vision and Goals

The Central-Kinsman neighborhoods emerged from the late nineteenth century industrial boom. During the last 50 years, both neighborhoods' populations have declined, leaving high vacancy, poverty crime rates in their wake. However, this neighborhood boasts a budding agricultural zone and significant investments in healthy food.

The "Nature's Best Choices" project builds on this strength; it aims to educate residents about healthy lifestyles in a multi-generational setting. The hope is to establish a set of skills that residents can use to improve their own health and well-being.

By creating a multi-generational project, this amplifies the experience beyond learning, to create social cohesion as well. It also reaches out to the youth to both educate them on the importance of urban tree canopy, and also educate them on how to care for gardens.

Activities

In July 2016, Burten, Bell, Carr Development, Inc. (BBC) and Quiana Singleton (a Cleveland Climate Ambassador) applied for a microgrant from the Cleveland Climate Action Fund to provide health training to the community. The fund was supported by The Kresge Foundation and the George Gund Foundation.

Throughout the summer and fall of 2016, “Nature’s Best Choices” focused on improving existing gardens throughout the community, doing so by hosting tree training events, and informational sessions teaching about fruits and vegetables. On February 1, 2017, a day-long session was held at Asia Plaza and CornUCopia Place for 16 seniors from the CMHA. Seniors were also invited to partake in a 6-week health challenge with local children, including some exercise. The children and seniors were ultimately separated into two groups.

Outputs

\$930.14 were used to purchase supplies for garden upkeep, as well as exercise equipment. This equipment was used in the 6-week health challenge. \$663.50 were used to market for events, and for incentives to attract participation. Incentives included gift cards and a class with Chef Eric Wells for seniors. \$31.90 were used for coffee for a tree training event, and \$10.00 were used at a “Learn to Grill Vegetables” training event.



Benefits

The improvement of local gardens both provided an opportunity for education on fruits and vegetables, as well as the beautification of the spaces. The day-long event that brought 16 seniors from the CMHA to Asia Plaza and CornUCopia Place allowed for the seniors to become familiar with new foods, and with new ways to incorporate healthy eating and living into their lives. The 6-week health challenge further emphasized this idea. These events also promoted social cohesion in the community by incorporating people of different ages into the same events.

Expected Long-Term Outcomes

The “Nature’s Best Choices” project promotes the continuation of healthy choices, by educating people of all ages on healthy options. The continued upkeep of the gardens protects the urban green space. The expected long-term outcomes would be the continued care of such spaces, and potentially the increase in upkeep of spaces. The education about fruits and vegetables, as well as on healthy-living is something that can lead to a healthier community, and is information that the community can then share with each other.

Lessons Learned

1. There is opportunity within the community to learn about healthy lifestyles.
2. With proper training, a person of any age can help promote and protect urban green spaces.
3. It may take incentives to gain participation of the elderly in physical health challenges.
4. Monitor outcomes using standardized KPIs.

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Environmental Warrior

Promoting social cohesion in the Slavic Village Neighborhood of Cleveland, Ohio.



Participating Organizations

1. Slavic Village Development
2. Cleveland MyCom P-16 Program
3. Cleveland Neighborhood Progress
4. City of Cleveland

Date

August 13, 2016

Location

Slavic Village Neighborhood

Budget

\$1,445 for supplies and labor

Funding Sources

1. Kresge Foundation
2. George Gund Foundation
3. Cleveland Climate Action Fund

Related Project Goal

Increase awareness of climate resilience and build social cohesion

Key Performance Indicators (KPIs)

- # total attendees
- # children participants
- Increased social cohesion

Vision and Goals

The Slavic Village of Cleveland Ohio has a rich history as an industrial and commercial community, where businesses often intermingled with residential properties. Unfortunately, the area suffered from post-World War II suburban flight, which left many vacant properties. Despite this, the neighborhood remains a tight-knit community- boasting on its many green spaces, and revitalization efforts. Such efforts depend strongly on community participation and social cohesion, and having a strengthened appreciation for urban green space.

The “Environmental Warrior” project utilizes the

community’s strong social cohesiveness to create an event dedicated to educating residents of all ages about the importance of climate resilience.

Activities

In July 2016, Slavic Village Development applied for a microgrant from the Cleveland Climate Action Fund to host a back to school fair with activities focusing on climate resilience. The fund was supported by The Kresge Foundation and the George Gund Foundation.

Slavic Village Development hired four Climate Ambassadors to help run the event and 3 older children as Green Team members to assist with day-of activities.

On August 13, 2016, Slavic Village Development, along with the Cleveland MyCom P-16 Program hosted a one day back-to-school fair. Activities featured at the fair included an exercise where one can activate a light bulb by pedaling a specially outfitted bicycle, a game that teaches about recycling, and a carbon footprint worksheet. Other activities, geared towards adults, included information sessions about weatherization, and short surveys. Crayons and bike helmets were offered as incentive for participation.

Outputs

In total, the four Climate Ambassadors and three Green Team members reached over 1000 people, over half of which were children. They provided weatherization information to adults, as children were participating in related activities, including a carbon footprint worksheet. This also provided opportunity to conduct informal surveys with the adults.



The age demographic of the participants was older than anticipated, which caused a surplus in crayons. The funds that resulted from the returning of the crayons resulted in an approved community meal in July 2017.

Benefits

The event generated a dialogue about climate resilience, and its immediate impact on residents. The event was an opportunity for people of all ages to ask questions and become familiar with sustainability. The event successfully promoted social cohesion by gathering the community, providing information to the community,

and establishing connections between the community and climate ambassadors.

Expected Long-Term Outcomes

The “Environmental Warrior” event has established a presence of the Climate Ambassadors, and the values they represent, in Slavic Village. The information reached the ears of over 1,000 people, and provided precedents on how to incorporate climate resilience into one’s life.

Lessons Learned

1. There is an interest in the community to attend and participate in educational activities about climate resilience.
2. Incentives directed towards different age groups may produce stronger outputs.
3. Successful events are opportune for conducting surveys with participants.
4. Monitor outcomes using standardized KPIs.

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<http://www.resilientcleveland.org>

Pershing Ramp Tree Planting

Restoring and expanding the tree canopy in the Slavic Village neighborhood of Cleveland, Ohio.



Participating Organizations

1. Slavic Village Development
2. Ohio Department of Transportation
3. Office of Senator Sherrod Brown
4. Holden Arboretum
5. Western Reserve Land Conservancy

Date

2/2016 through 6/2017

Location

Slavic Village, Cleveland

Budget

- \$4,896 for trees
- Labor provided as an in-kind donation
- \$50 misc. supplies

Funding Sources

1. Kresge Foundation
2. George Gund Foundation
3. Cleveland Climate Action Fund

Related Project Goal

Expand green space, reuse vacant land, and build social cohesion

Key Performance Indicators (KPIs)

- # trees planted
- Calculated annual benefits
- Increased urban tree canopy

Vision and Goals

The urban tree canopy, defined as the land covered by leaves when viewed from above, is an important component of urban ecology. Habitat, shade, and reduced stormwater are three measurable benefits of a healthy tree canopy.

Nicknamed the “Forest City” by Alexis de Tocqueville in the 1830s, trees are an important part of Cleveland’s cultural and natural history. Through citywide efforts like the Cleveland Tree Plan, the vision of the City of Cleveland Mayor’s Office of Sustainability and local community development corporations is to restore and expand the tree canopy in all Cleveland neighborhoods.

In the Slavic Village neighborhood of Cleveland, the goal of the Pershing Ramp Tree Planting project was to increase the number of trees along highways that are maintained by the Ohio Department of Transportation (ODOT). This pilot effort focused on one exit ramp from Interstate 77 to Pershing Avenue and was led by staff from Slavic Village Development.

In addition to planting Juniper, Plane, and Arborvitae trees, the project team worked with Senator Sherrod Brown and ODOT to review policies that might result in loss of additional tree canopy. As part of this process, other opportunities for tree planting were identified for future projects in the neighborhood.

Activities

In February of 2016, a resident of Slavic Village wrote a letter to U.S. Senator Sherrod Brown about the loss of trees along Interstate 77. Senator Brown, a resident of the Slavic Village/Mill Creek community, contacted the ODOT District 12 Director about replacing the lost trees. After a review of policy, the ODOT approved planting of trees along existing off-ramps. Slavic Village Development then applied for a micro grant to plant trees through the Cleveland Climate Action Fund supported by The Kresge Foundation.

Outputs

\$4,896 were used to purchase sixty-five trees. Thirty-one of the trees were planted by the ODOT along the northbound Interstate 77 exit ramp onto Pershing Avenue.



In addition, a survey conducted by arborists from the Holden Arboretum identified areas of Slavic Village most in need of tree canopy. The majority of areas were on private property. However, Holy Name Elementary was deemed to be a suitable recipient for the thirty-four trees not used on the Pershing Avenue Ramp.

Benefits

The tree plantings provided buffers to the neighborhood and elementary school from the interstate and the scrapyard. The trees also enhance the properties aesthetically. The Pershing Ramp Tree Planting project opened a conversation with the Ohio Department of Transportation about trees and tree canopy. Because of this, there is potential for a continued conversation and implementation of policy changes.

Expected Long-Term Outcomes

Together, the 31 Juniper tree planted provides overall benefits of \$279.00 annually. The 31 Platanus tree provides overall benefits of \$31.00 annually. The 3 Thuja trees planted provides overall benefits of \$27.00 annually. Cumulatively, the Pershing Ramp Tree Plantings provided overall annual benefits of \$337.00. This number can increase with the proper tree care.

Lessons Learned

1. With the \$337.00 impact 65 trees make annually, there are financial benefits to addressing urban tree canopy loss.
2. The surveying done by the Holden Arboretum in 2016 suggests that many areas ideal for tree plantings are located on private property.
3. Monitor outcomes using standardized KPIs.

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Rebuilding and Greening Slavic Village

To promote a growing tree canopy and climate resilience in Cleveland, Ohio.



Participating Organizations

1. Slavic Village Development
2. The Rebuilding Together Project
3. Cleveland Neighborhood Progress
4. City of Cleveland

Date

7/2016 through 10/2016

Location

Slavic Village Neighborhood

Budget

\$3,300 for trees, soil, mulch, and staking

Funding Sources

1. Kresge Foundation
2. George Gund Foundation
3. Cleveland Climate Action Fund

Related Project Goal

Expand green space, reuse vacant land, and build social cohesion

Key Performance Indicators (KPIs)

- # trees planted
- Calculated annual benefits
- Increased urban tree canopy

Vision and Goals

The urban tree canopy, defined as the land covered by leaves when viewed from above, is an important component of urban ecology. Habitat, shade, and reduced storm water are three measurable benefits of a healthy tree canopy.

The Hyacinth neighborhood of Slavic Village in Cleveland Ohio was deeply impacted by the foreclosure crisis of 2007. Opportunity Corridor Project, a planned boulevard running through the area, resulted in the demolition of dozens of houses in the Hyacinth neighborhood alone. While this project was generally supported by residents, the community worried about

the implications and impact the project may have on the Hyacinth neighborhood.

The “Rebuilding and Greening Slavic Village” project proposed the planting of 20 new trees, on residential properties, as part of a larger community repair effort with the non-profit “The Rebuilding Together Project”. This collaboration intends on addressing the concerns of the community, while re-establishing the Hyacinth neighborhood’s image as a viable and stable environment for residents.

Activities

In June 2016, Slavic Village Development applied for a

microgrant from the Cleveland Climate Action Fund for the purchase and successful planting of 20 new trees in the Hyacinth neighborhood. The fund was supported by The Kresge Foundation and the George Gund Foundation.

In July of 2016, the Climate Ambassadors used the Slavic Village vulnerability maps to identify the Hyacinth neighborhood as a candidate for increased urban tree canopy. September 24, 2016 was a community day, organized in support of the “Rebuilding Together” project and the transit oriented development initiative.

Outputs

“The Rebuilding Together Project” renovated 10 homes and a women and children’s shelter, as opposed to the 20 homes originally proposed. Because of this change, 14 trees were purchased by the “Rebuilding and Greening Slavic Village” project for \$3078. Trees were offered to every homeowner resulting in 6 trees planted on residential properties and 8 trees planted at the women and children’s center.



Benefits

The 14 trees planted in coordination with the “Rebuilding Together” project allowed for an increase in the urban tree canopy in the Hyacinth neighborhood of Slavic Village. An increased urban tree canopy is beneficial for the shade it produces, as well as its impact on air quality.

Expected Long-term Outcomes

According to the Cleveland Tree Plan, an estimated 97 acres of tree canopy is lost each year in the city. The surveying done by the Holden Arboretum in 2016 suggests that many areas ideal for tree plantings are located on private property. Through “Rebuilding and Greening Slavic Village” some of these properties

were made accessible for tree plantings. Increased tree plantings may mitigate the annual urban tree canopy loss, as well as assist in the revitalization of the Hyacinth neighborhood.

Lessons Learned

1. The community is interested in the impact of increased urban tree canopy.
2. Ideal areas for planting trees are often located on private properties.
3. Collaborating on projects may help connect programs focused on urban canopy growth with the residents of their targeted areas.
4. Monitor outcomes using standardized KPIs.

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Village Market Support

To promote social cohesion and climate resilience in Cleveland, Ohio.



Participating Organizations

1. Slavic Village Development
2. City Fresh
3. Cleveland Neighborhood Progress
4. City of Cleveland

Date

12/2016 through 8/2017

Location

Slavic Village Neighborhood

Budget

\$2,500 for event supplies, marketing, food, and musicians

Funding Sources

1. Kresge Foundation
2. George Gund Foundation
3. Cleveland Climate Action Fund

Related Project Goal

To build social cohesion

Key Performance Indicators (KPIs)

- # of attendees at HoliDazzle event
- # of attendees at Village Market
- Increased social cohesion
- Increased community health and wellness

Visions and Goals

The overall health and wellness of a community is often impacted by food. The access to fresh and healthy foods are dependent on economic stability and education.

Many of the residents of Slavic Village neighborhood in Cleveland, Ohio rely on SNAP/EBT benefits. Existing programs such as the Produce Perks Program have been established to promote healthy lifestyles independent of one's economic status. It does so by giving SNAP users a dollar-to-dollar match up to \$10.00 at Village Market. The education of the community on existing programs and the importance of healthy eating is essential for the health and wellness of the community. The Village

Market project has the established goal to educate the community on healthy eating, while simultaneously promoting the local market.

Activities

The Village Market was established in Slavic Village, enabling residents access to fresh, locally grown produce. By connecting local artisans and small businesses to the Village Market, it has become a contributing factor in the growing economy of the neighborhood. By 2016, it was determined that the market's success was vital for the neighborhood, and its growth and outreach was essential.

In July 2016, Slavic Village Development applied for a microgrant from the Cleveland Climate Action Fund to further promote the Village Market. The fund was supported by The Kresge Foundation and the George Gund Foundation.

To further promote this, in July of 2016, Slavic Village Development applied for a micro grant through the Cleveland Climate Action Fund supported by The Kresge Foundation. The funding was used for a holiday event, HoliDazzle, in December 2016, as well as for the strengthening of marketing for the Village Market's 2017 season.

Outputs

The Village Market used grant funds to bolster its connection with the community, purchasing a picnic and barbeque supplies for the HoliDazzle event in December of 2016. Over 250 people and 20 vendors attended HoliDazzle, and community feedback was overtly positive.



With \$695, the Village Market incorporated live music and free cooking classes into its 2017 season. The remaining \$1,198.83 were used in a marketing campaign, where flyers, banners, yard signs and Facebook ads were produced to endorse the upcoming 2017 season. The result was an average weekly attendance rate of 75 people, with a high of 225 people.

Benefits

The Village Market creates an opportune environment for the community to access fresh, locally grown produce. Existing programs make this produce an affordable option for economically stressed residents. The Village Market Support project promoted the education of residents on the importance and ease of healthy eating. This adds to the overall health and wellness of the community. Additionally, this project endorsed local small businesses, who connect to consumers through the Village Market, strengthening the economic stability of the community.

Expected Long-Term Outcomes

The outlook suggests an increase in health and wellness awareness, as well as a strengthened local economy. By promoting healthy eating habits, and creating accessibility to fresh produce, Slavic Village is creating a shift in the food culture of its residents. This shift may lend to better health conditions for residents. There are also long-term economic implications, as local small businesses and artisans are given a platform to better connect with consumers.

Lessons Learned

1. Regular attendance may often be an obstacle to overcome.
2. Creating a vibrant atmosphere plays an important role as incentive for consumers to partake in events.
3. Connecting with established community groups and organizations may also boost attendance, and positively impact the success of a project.
4. Monitor outcomes using standardized KPIs.

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Dudley Triangle Project

Restoring and expanding green space in the Detroit Shoreway neighborhood of Cleveland, Ohio.



Participating Organizations

1. Detroit Shoreway Community Development Org.
2. Cleveland Neighborhood Progress
3. Cleveland Urban Design Collaborative
4. City of Cleveland

Date

9/2016 through 9/2017

Location

Detroit Shoreway Neighborhood

Budget

\$5,000 for supplies, labor, and catering

Funding Sources

1. Kresge Foundation
2. George Gund Foundation
3. Cleveland Climate Action Fund

Related Project Goal

Expand green space, reuse vacant land, and build social cohesion

Key Performance Indicators (KPIs)

- Land Bank lease obtained
- # community members reached via design days
- Increase urban green space
- Increased social cohesion

Vision and Goals

Detroit Shoreway neighborhood was the product of the mid-nineteenth century railroad constructions along the shores of Lake Erie. Due to the diverse population of immigrants who had settled into the neighborhood, Detroit Shoreway has a rich cultural heritage.

Detroit Shoreway's contemporary neighborhood boasts a strengthened diversity credited to its current residents. The community is attracting new residents and businesses along its north coast. Members of the Detroit Shoreway Community Development Organization (DSCDO) realized that southern parts of the neighborhood lacked the active neighborhood

groups that work with stakeholders to improve conditions on their streets. The Dudley Triangle Outreach Project envisioned a low-maintenance, green, central community gathering place where educational, inspirational, environmental, and other social events can be held.

Activities

In February of 2016, the Southwest Detroit Shoreway Masterplan, prepared by Kent State Cleveland Urban Design Collaborative identified Dudley Triangle as a potential site for a park. In 2016, the DSCDO conceptualized a project to engage residents to play a critical role in improving their own communities. July

through August 2016, meetings were held to clarify the concept of the project.

In August 2016, the DSCDO applied for a microgrant from the Cleveland Climate Action Fund to prepare a green site for community events in the Dudley triangle lot. The fund was supported by The Kresge Foundation and the George Gund Foundation.

Three design days were held, increasing the community awareness about the “Dudley Triangle Outreach” project, with the goal of increasing community support and participation.

Grace Brother’s Landscaping, Inc. was contracted to complete the site work at Dudley Triangle. The work, although delayed was completed in Fall 2017.



Outputs

Using grant funds, the DSCDO was able to pay a 5-year Land Bank lease fee to obtain the site on Dudley Avenue.

To increase the support and involvement of the community, three “design days” were held. At these events, community members were given opportunity to give input about the design of the new green site. While Climate Ambassadors made the final decisions, the community input was valued. This involvement also created excitement surrounding the project and gave the community a sense of ownership to the new pocket park.

The end result of the design days and contracting was the Dudley Triangle pocket park. The creation of the park increases the urban green space, in a part of the community where it was lacking, adding to the beautification of the surrounding neighborhood.

Benefits

The site development created a green space that inherently belonged to the community. Taking part in the design process gave residents a sense of ownership. The site promotes a socially cohesive environment, with seating, and areas for children to play. It also provides a space for the community to congregate and hold events. Additionally, this space works as a wastewater management site.

Expected Long-Term Outcomes

Overtime urban green space can positively impact community health and wellness. Green space increases air quality, impacts water quality retention, reduces soil erosion, counters the warming effects of paved surfaces, and provides a cool space in summer. The Dudley Triangle green space is additionally to be used to host community events that promote social awareness and social cohesion.

Lessons Learned

1. By engaging the community in a project from early design stages, the DSCDO was able to increase excitement and support from the community.
2. While momentum may waiver over long projects, this early input gives community members a sense of ownership that furthers the likeliness of a successful project.
3. Outside contracting may be necessary in some projects, but they also may impact the time-line, and ultimately delay completion.
4. Monitor outcomes using standardized KPIs.

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