



Good afternoon, and thank you for being here with us as we take a closer look at the Greening of Northeast Ohio's Neighborhoods. Our panelists will walk us through five Northeast Ohio neighborhoods that are learning by doing how to go from pilot to policy over the next 12 months, and we promise there will be ample time for your important questions.

I am ***Denise San Antonio Zeman, President of the Saint Luke's Foundation of Cleveland***, and it is my distinct honor to moderate our panelists who are all working hard on neighborhood projects that are combining some of the best practices in urban planning, environmentally sound design and construction, and community health in a comprehensive approach to greener neighborhoods. But first a word about how the Saint Luke's Foundation found our way to Green.

Just over 100 years ago, Saint Luke's Hospital was established to meet the health and well being needs of the day by building a hospital. The Saint Luke's Medical Center proudly served the community for over 90 years.

Just over 10 years ago, the Saint Luke's Foundation became stewards of the Medical Center's charitable assets when the Medical Center was acquired by a for-profit partnership.

The board and staff thought long and hard about this new responsibility. Our role as stewards of a Medical Center had been clear: to heal the sick. But the fundamental question before us as a foundation, was how to use these resources

in ways that would be true to our healing mission, but in ways that would address the needs of a 21st Century urban community.

And the more we learned, the more we knew we had to change...even our perspectives on “green” had to change, because when you’re taking care of sick people, green can have a totally different connotation, but when you are building healthy communities, we have learned that Green is Good...Very, Very Good!

Our decision was to reinvest these resources to support the improvement and transformation of the health and well being of individuals, families and communities of Greater Cleveland, with special focus on the neighborhoods historically served by the hospital. This became the Foundation’s mission, and this interest in building healthy, sustainable communities from the inside out has been central to our grantmaking.

So when NPI identified Buckeye as one of its Strategic Investment Neighborhoods, we jumped on the opportunity to support this work and approved it as one of our Transformational Initiatives. These initiatives, which comprise about half of our grantmaking budget, are designed to identify and catalyze action on major problem and opportunity areas; target fundamental, long term sustainable outcomes; use rigorous evaluation frameworks; and work with and through community partners with deep knowledge and expertise. This approach in Buckeye certainly met all of those criteria. In addition, these initiatives commit to multi-year support from 3 years to a decade or more; and are funded at levels of scale. We had already demonstrated our interest in environmental sustainability by catalyzing the Greater Cleveland Lead Safe Living initiative with grants totaling close to \$2 M; and we had already made a \$10 Million commitment to the establishment of healthy living models to combat chronic conditions that disproportionately affect minority populations at the MetroHealth Campus in Buckeye. So extending our interest to the grass-roots planning level

in this neighborhood made perfect sense, and our first \$1 M grant to NPI was to support a planning process that truly engaged all of Buckeye's key stakeholders in developing a plan for Buckeye to transform itself as a healthy community.

At first, we did not anticipate supporting capital projects, but the voice of the community came through loud and clear, and with the tremendous opportunity to supplement funds already available to re-build the Harvey Rice School and Library, the notion of supporting a sustainable, healthy living-learning campus was very interesting. In addition, the adaptive re-use of the former landmark Saint Luke's Hospital building into productive, environmentally friendly housing options was thrilling since the building and grounds had been mothballed for several years by subsequent owners, and there was great concern that this one-time community asset would languish as an eyesore or worse. The designation of the Saint Luke's Pointe redevelopment project as a LEED ND Pilot was icing on the cake, and affirmed our decision to support the campus project with an additional \$1 Million grant to Parkworks and its partners to create a healthy living-learning campus as part of Saint Luke's Pointe.

So how does "Going Green" relate to our Healthy Communities agenda? As we learned more about the principles of smart growth and green building as they apply to neighborhoods, our appreciation for the ways in which this supports healthy communities has grown incrementally. For example, Green communities replace automobile dependence with bicycle and walking networks, and with obesity as a leading cause of numerous chronic conditions disproportionately affecting poor and minority communities, we became very excited about the possibilities of neighborhoods that encourage all forms of exercise. In addition, Green Neighborhoods are moderately dense, and therefore not only reduce greenhouse gas emissions but also contribute to a sense of neighborhood safety

and security...and with violent crime being the leading cause of death in urban males, we see neighborhood safety as a community health issue.

Green neighborhoods also tend to have a greater range of housing options, which is certainly the case for Saint Luke's Pointe, and this supports diversity and a strong sense of belonging and engagement. Additionally, as a Green Neighborhood, Saint Luke's Pointe will have easy access to public transportation, a neighborhood school, a public library, and a campus that will have beautiful green spaces, a reading garden, and public art, and will creatively connect the new buildings to the historic hospital building through a mews, thereby allowing for the re-use of the former hospital auditorium and avoiding the cost of building a large meeting space. And medical professionals from the MetroHealth Buckeye Health Center have already committed to offering healthy lifestyle programming in this elegant new/old auditorium space. Green building materials will replace structures that once contributed to Cleveland's distinction as having one of the highest rates of lead poisoning in the country, and will support the community goal of eradicating lead poisoning from Cleveland's children during our lifetime...a goal that is attainable if we are successful in building community support for this effort.

So in short, the goals of LEED ND: to build neighborhoods that are healthy for people AND have minimal impact on the environment is in perfect harmony with the mission of the Saint Luke's Foundation, and we are proud to support this important work in our community.

At this time, I would like to turn the discussion over to our panel members Kevin, Naomi and Justin.

Kevin Dreyfuss-Wells is a project manager at City Architecture, an architecture and planning firm focused on creating unique, sustainable environments and places. Kevin is coordinating LEED for Neighborhood Development efforts for the Upper Chester District and Saint Luke's Neighborhoods. Kevin has long worked to further sustainable design through adaptive re-use of urban structures, having managed historic renovation projects such as the Hyatt Regency at the Old Arcade, as well as the Colonial and Euclid Arcades. A recent project includes the spectacular renovation of Park Lane Villa in University Circle, and University Lofts, about to start construction in the Collegetown District at Cleveland State. Kevin is a member of the Shaker Heights Landmarks Commission, and his own sustainably-designed home is currently under construction in the Ludlow neighborhood of Shaker Heights. Kevin will discuss more details about two Leed ND pilot projects; Saint Luke's and Upper Chester; as well as Tremont Point, a Hope 6 affordable green building.

Naomi Sabel graduated from Oberlin College in 2002 with a degree in Politics and Environmental Studies. Naomi is co-founder of Sustainable Community Associates, a group dedicated to sustainable development. Naomi will discuss another LEED ND Pilot, the East College Street Project, SCA's \$15 Million redevelopment project in downtown Oberlin.

Justin Glanville is project director of Building Cleveland by Design, a joint program of ParkWorks and Cleveland Public Art, that encourages quality urban design and sustainable development through demonstration projects. Before joining BCbD, Justin worked for five years as a reporter for the Associated Press in New York City, covering general assignment news and the arts. He also worked for Facts On File News Service as a managing editor. Upon returning to Cleveland to complete his master's degree in urban planning, design and

development at the Maxine Goodman Levin College of Urban Affairs at CSU, Justin founded the Emerging Cleveland Tours for Cleveland “ex-pats” returning to town for the holidays, with the aim of positively changing their views of our city. Justin will discuss the Flats Eastbank project, another LEED ND Pilot.