

Reimagining Cleveland Recommendations

Green Space Expansion/Stabilization Group 1
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University of Michigan & Virginia Tech



Outline

- I. 8 Criteria for Proposal Selection
- II. Recommendations for Overall Program Improvement
- III. Program-related Questions for Consideration
- IV. Questions & Answers



8 Criteria for Proposal Selection

1) Innovative

- Implementation ideas should be tailored to site
- Use pattern book as a baseline – think beyond the pattern book to take its designs and recommendations to the next level (Example: no-mow groundcover)
- Multiple uses for site (Example: outdoor education and a community gathering place)

2) Enhances ecosystem functioning

- Storm water management
- Enhancing biodiversity
- Remediating contaminated sites
- Connectivity for optimal impact of ecosystem function



8 Criteria for Proposal Selection

3) Located in a highly-visible and high-impact location

- Sites in proximity to key neighborhood anchors (Examples: schools, libraries, important housing or retail developments, and Model Blocks streets)
- Sites that include gateways to communities or prominent intersections
- Demonstrates social connectivity for larger scales (Examples: connecting trails across neighborhoods)
- Compatibility with local planning efforts
- Accessible to existing public transportation and infrastructure (water, etc.)
- Projects that are a catalyst for economic impact

4) Potential for Positive Community Dynamics

- Degree of potential for productive use and public benefits
- Degree of potential to increase the community's self-reliance for food and energy production



8 Criteria for Proposal Selection

5) Replicability

- Project can serve as a model for future projects by addressing common issues across city and/or within neighborhood
- Project is presented in a way that considers larger scope
- Flexible and adaptable to addressing future needs

6) Spatial Scalability of Design

- Potential to be a larger lot strategy within a block or city region



8 Criteria for Proposal Selection

7) Capacity of Awardees, Community Partners, & Consultants

- Human resources (# of staff and volunteers, degree of community involvement, community organizing skills)
- Capital
- Technical Knowledge (ecological, engineering & design, grant management, project management)
- Demonstrated commitment to long-term feasibility & stewardship
- Project maintenance and sustainability plans assure that the burden of the project will not fall on the City of Cleveland

8) Projects and budgets are well defined

- Appropriate plan for site location and conditions
- Consistency between stated and demonstrated partnership with consultant/technical assistant
- Reasonable budget
 - Amount of proposed materials fits scope of project and site size
 - Bigger impact for lower financial risk/cost



Overall Program Recommendations

Additional Questions/Components for Application:

- Publish project selection criteria in addition to project eligibility criteria.
- Volunteer maintenance plan for 5-year duration.
- Require a letter of support from each community partner and consultant mentioned in the proposal in order to demonstrate the claimed commitments of all parties.
- Require two visual representations: 1) a site diagram showing a visual representation of the project (i.e. a design blueprint), and 2) a map illustrating the neighborhood context and spatial connectivity to relevant amenities and organizations (e.g. nearby green spaces, key local institutions, etc.)
- Plan for seasonal site uses



Overall Program Recommendations

Additional Requirements for Awarded Projects:

- Project plan allow for multiple uses for the site (both ecological and social – for example, contamination remediation, storm water retention, and focal gathering place for neighborhood residents)
- Describe the relevant special connectivity that the proposed project offers (for example, to key neighborhood institutions, existing amenities and green space).
- If not already in place: require a final report and evaluation of awarded projects (with specific evaluation criteria).
 - Require that awardees document lessons learned (successes, failures & remedies) and ideas for project transferability to additional sites.



Overall Program Recommendations

Additional Program Offerings:

- Consider offering grant writing workshops to potential applicants.
- Develop a process for ensuring accountability for grant expenditures.
- Provide technical assistance to pilot projects to ensure successful ecological benefits (not just greenwashing, using “greening” buzzwords, etc.).
- Include community partners and individuals in the technical assistance process.
- Consider paying for educational signage to be integrated into pilot projects to illustrate/explain components of the *Reimagining Cleveland* plan.



Program Questions for Consideration

- How much preference is given to proposals from groups with greater capacity for project implementation (funding, experience, etc.) versus proposals from groups that are less experienced and perhaps have a greater need for the funding? In other words, how much preference is given to established groups/organizers versus start-up operations?
- Is there any mechanism in place to keep the green space in existence for the community after land from a successful project is given to the applicant (i.e. making sure the land is not sold to a developer)?
- Multiple benefits & leveraging benefits – will this make a big difference for the community? Scale of community? Which projects make the bigger difference for the community?
- How does the city want to weigh the difference between innovation and transferability of funded projects? One valuable idea is to offer a budget template that is customizable, using the pattern book as a baseline for design, not as specific designs to be exactly replicated.
- What are the reasons behind the pattern book's inclusion of costly fences? Could funding requested for fencing be put to better use?



Questions and Answers

- #24 – Quebec Serenity Gardens
- #83 – Morgana Run Trail Greenway Expansion Park Project
- #84 – Recruit...Reclaim...Restructure
- #86 – Superior 5 Pathway Park
- #94 – East 97th East 95th St. Pathway Connector