

Summary Report

Our Place in the Urban Age

The Levin College of Urban Affairs 30th Anniversary Forum Series



Creating and Sustaining Communities of Choice

On June 18, 2007, the Forum welcomed Doris Koo, the new President and CEO of Enterprise Community Partners. Enterprise is a national nonprofit founded by visionary developer James Rouse and his wife Patty to provide fit and affordable housing for all low income people in this country. Enterprise works in 22 cities across the country, including Cleveland.

Koo's visit to the Levin College Forum marked almost 25 years to the day after James Rouse spoke in Cleveland at the 1982 "Cities Congress on Roads to Recovery" and called for a new, long-range vision for what the city of Cleveland might become saying "We need a new way of thinking about the city. We need to stop thinking of the city as problems to be attacked. We need to leap over it with our thinking." His 1982 speech led Cleveland's leaders to develop a Civic Vision, shared by the diverse segments of the political, business, community and neighborhood leadership.

Thanks in part to the work of Enterprise and the robust community development industry here, Cleveland has come a long way in the 25 years since that speech was given. But challenges remain. The biggest challenge in the community development field today is creating and sustaining communities of choice for residents—communities that address the four E's—Equity, Economy, Education and Environment. According to Koo, a community is truly sustainable only if it is equitable. "In other words, we must be committed to end the isolation of poverty."

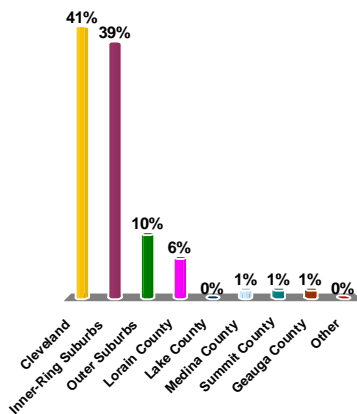
It will take strategic public and private investment, strong political will, and cross-sector leadership and partnerships to stabilize target neighborhoods by simultaneously working on housing connected to quality schools, good jobs, good health and environmentally sound development practices.

Toward that end, in 2006, Enterprise established [Ohio Green Communities](#) in collaboration with the Ohio Housing Finance Agency, the Ohio Department of Development and the Ohio Capital Corporation for Housing with support from National City Community Development Corporation. The collaborative finances affordable homes in Ohio that promote health, conserve energy and natural resources, and provide easy access to jobs, schools and services. The initiative has funded five high profile, green affordable housing developments here in Cleveland.

Who Attended?

On Monday, June 18, 2007, 130 people gathered at the Levin College Forum to hear Doris Koo, President of Enterprise Community Partners speak about communities of choice. So where did forum participants come from in the region?

Where are you from?



What sector do you represent?

Private Sector	13%
Non-Profit	46%
Government	8%
Academia	8%
Entrepreneur	4%
Student	8%
Retired/not Working	4%
Other	10%

Local Communities of Choice

The Greater University Circle Initiative

Greater University Circle, including the five adjacent neighborhoods, is poised to become one of the most unique places in the country according to India Pierce Lee, Program Director and Lillian Kuri, Director of Special Projects, at The Cleveland Foundation.

Over the next 3-5 years, they estimate that institutions and public entities in University Circle will invest over \$2 billion dollars in development. While the institutions of University Circle are healthy and strong, the same cannot be said of the surrounding neighborhoods. The Cleveland Foundation has convened the institutions and asked them to help change that.

The Foundation hopes to target philanthropic dollars toward a comprehensive agenda to benefit the five adjacent neighborhoods. For example, developers of the "Upper Chester" project in eastern Hough have plans to build 300-400 units of mixed income housing. An application has been submitted that, if approved, would make this one of the nation's first registered LEED ND neighborhood pilot projects.

The Foundation is also working to catalyze transit oriented development around the relocated RTA redline station, facilitate employer assisted housing and replicate the model programs developed by the Manchester Bidwell Corporation, an effective and influential community educational center based in Pittsburgh.

Lillian Kuri explained that the planning and development lessons learned from the Greater University Circle Initiative can be applied to the entire region.

The Three E's of Truly Sustainable Communities

In order for a community to be truly sustainable, it must address the four E's.

Equity—The overarching principle in sustaining communities of choice is equity. "We can't build communities of choice without breaking down communities of despair and last resort." That means building mixed income housing and neighborhoods with the same opportunities and amenities we would expect in any neighborhood, creating affordable housing opportunities in every neighborhood. "...the solutions lie in community, in all of its dimensions."

Environment –Enterprise's Green Communities Initiative works to make healthy, efficient and environmentally responsible development the mainstream among affordable housing developers.

Nationally, there are approximately 5.5 million homes supported by major federal programs. What might the payoff be if all of those homes were holistically sustainable?

- 10 million metric tons of CO2 emissions reduced
- Hundreds of millions of dollars in energy and water savings
- More than 2 million cars taken off of the road
- More than 80,000 acres of forest preserved from deforestation
- More than 3 million tons of waste recycled instead of landfilled.

EVERY YEAR!

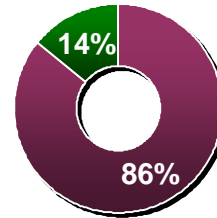
Economy – Enterprise is involved with six Cleveland neighborhoods to leverage resources, capacity and community assets to turn around the disinvestment and create viable markets. Working with CDC's they are addressing housing, lack of life opportunities and tax base through place-based investments.

Education – Education, and more specifically quality schools are critical components of healthy and sustainable communities. Improvements in local schools are essential to helping to attract and retain families of all incomes. Furthermore, deteriorating schools exacerbate the cycle of disinvestment and population loss. We must look at the intersection between community development and school improvement.

Special Thanks to our 30th Anniversary Sponsors:

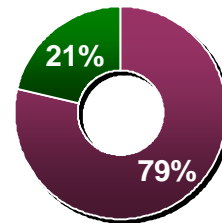
Enterprise Community Partners
Cuyahoga County Public Library
Jones Day
The George Gund Foundation

Did today's forum give you new ideas that you can use?



■ Yes ■ No

Did today's forum inspire you to think about pursuing new collaborations?



■ Yes ■ No

Your rich aunt in Chicago is looking at a 15 year real estate investment opportunity on Euclid Avenue between E. 9th Street and Playhouse Square. She is asking for your advice.

Would you say that such an investment is a:

High Risk – 16%

Moderate Risk – 50%

Sure thing, go for it – 34%

Data was analyzed from 90 forum participants. Survey was conducted on June 18, 2007. Respondents were asked to answer a series of questions at two points in time during the forum program.

The results of audience surveys will be incorporated into an end of the series report.

All forums are archived at www.urban.csuohio.edu/forum