

INDUSTRIAL HEARTLAND & CLEVELAND TRAILS SUMMIT

Unlocking the Economic Potential of the Region
June 7-11, 2021

Monday, June 7

1:00 pm-2:30 pm: Meet the People and Places of the Industrial Heartland (A)

The Industrial Heartland is a place where stories abound. While the natural resources and beauty of the region are spectacular, the people and communities that call it home are what make it truly special. Join us as we travel around the region to see places transformed by trails, explore the communities impacted by them, and meet the people who are working tirelessly to make these trail development projects a reality. You will experience the Industrial Heartland through engaging video pieces and live discussion on topics like entrepreneurship, community development and identity, elected officials & decision makers and tourism. This session will kick off the week of events ahead, introducing the topics, people and places that will shape our upcoming Summit workshops.

2:30 pm-3:30 pm: Beyond the Pandemic – New Approaches from Lessons Learned (B)

The COVID-19 pandemic continues to impact in our world. Though many effects are negative, trails, parks and public spaces witnessed some positive impacts such as increased use and new users. In this session, emerging leaders in park and community-space management will discuss the pandemic-related implications for trail use, connectivity, equity, health & well-being and especially, how these “lessons from the pandemic” can inform new approaches to facility access, programming, design and operations as we move forward.

Presenter(s):

- Annie Pease, Director of Transportation, University Circle
- Sarah O’Keeffe, Director, Sustainability, The MetroHealth System
- Nate D. Eppink, Director, Medina County Parks District

Outcomes:

- Gain understanding the impact and importance trails (and open space) have to overall human health and well-being.
 - Learn how impacts of the COVID-19 pandemic shed light on new considerations for design, programming and maintenance of trail systems.
 - Understand how data and observations obtained during the pandemic can be used to identify opportunities for trail connections and improve equity to communities.
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3:45 pm-5:00 pm: Showcase of Trails: Projects, Programs & Champions (C)

The Showcase of Trails for the Greater Cleveland area recognizes and awards outstanding trail, water trail and bikeway projects, as well as creative trail programming, creative community engagement events, and people who have made notable contributions to the advancement of trails and bikeways throughout their career.

Outcomes:

- Gain Best Practices and Lessons Learned for recent projects: technical, engagement and funding
- Gain a portfolio of transferable programming ideas for use in one’s own community



INDUSTRIAL HEARTLAND & CLEVELAND TRAILS SUMMIT

Unlocking the Economic Potential of the Region
June 7-11, 2021

- Gain a directory of contact information of the professionals who implemented these projects and programs for follow up

Tuesday, June 8

9:30 am-10:30 am: Akron Civic Commons: Co-Creation, Co-Design and Co-Stewardship of Accessible, Equitable and Welcoming Parks, Trails and Public Spaces (F)

Akron Civic Commons is a resident-led community partnership that seeks to co-create, co-design and co-steward accessible, equitable and welcoming parks, trails, and open spaces along 3-miles of the Ohio & Erie Canal Towpath Trail in Akron. This session will examine how Akron Civic Commons addressed issues of mistrust and equity in the Summit Lake neighborhood while led to the \$10 million dollar Summit Lake Vision Plan. Using the Akron Civic Commons values of community engagement, socioeconomic mixing, value creation and environmental sustainability, our resident-led work is creating equitable parks, stimulating neighborhood revitalization and creating a legacy for future generations..

Presenters:

- Grace Hudson, Community leader and Summit Lake Community Development Corporation
- Sandy Saulsberry, Community leader and Summit Lake Community Development Corporation
- Kyle Kutuchief, Knight Foundation
- Michelle DiFiore, City of Akron, Office of Integrated Development
- Lisa King, Summit Metro Parks
- Dan Rice, Ohio & Erie Canalway Coalition

Outcomes:

- How to build trust and address the legacy of “things being done to and not with, and things promised and not delivered.”
- Using the design-thinking and resident-led process to co-create, co-design, and co-steward accessible, equitable and welcoming parks, trails, and open spaces.
- How the Akron Civic Commons process changes the cultures of individual organizations and impacts residents and individuals to think differently about equity in parks, trails and public spaces.

10:30 am-11:00 am: Workshop Focus Breakouts (G)

Participate in an interactive breakout discussion to take a deep dive into the topics covered in the “Akron Civic Commons: Co-Creation, Co-Design and Co-Stewardship of Accessible, Equitable and Welcoming Parks, Trails and Public Spaces” summit session.

11:15 am-12:15 pm: Embrace the Lake: CHEERS for Access, Equity, and a Resilient Future in Cleveland (H)

The Cleveland Harbor Eastern Embayment Resilience Study (CHEERS) area sits at the intersection of social vulnerability and environmental risk. CHEERS seeks to expand habitat, increase resilience and connect area residents to the lakefront. Working with community partners and local organizations, the team created flexible and approachable engagement strategies to reach the most vulnerable residents.



INDUSTRIAL HEARTLAND & CLEVELAND TRAILS SUMMIT

Unlocking the Economic Potential of the Region
June 7-11, 2021

This strategy toolkit evolved as they learned more about the community and found new ways to overcome challenges. Findings include the importance of walking tours and other short-term engagements to build park and trail users as partners seek to create long-term improvements to the lakefront.

Presenters

- Kelly Coffman, PLA, ASLA – Senior Strategic Park Planner, Cleveland Metroparks
- Freddy Collier, Jr. – Director of City Planning, City of Cleveland
- Mary Morton, AICP – Associate Planner / Urban Designer, WRT
- Khrys Shefton, Director of Real Estate Development, Famicos Foundation

Learning Outcomes

- See the inner process of a partnership working to retrofit and expand access to Lake Erie as a foundational and resilient community amenity.
 - Discover the lessons learned from community engagement during COVID-19, social unrest, and political change and the importance of local organizations in the process.
 - Explore how resiliency projects align to improve public and ecological health, support community and economic development goals, and provide opportunities to bridge long-standing, historic divides between communities and underutilized assets
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12:15 pm-12:45 pm: Workshop Focus Breakouts (i)

Participate in an interactive breakout discussion to take a deep dive into the topics covered in the “Embrace the Lake: CHEERS for Access, Equity, and a Resilient Future in Cleveland” summit session.

IN PERSON TOUR: 2:15 pm-3:15 pm: Red Line Greenway Tour (Tour1A)

Join staff from the Greater Cleveland Regional Transit Authority and Cleveland Metroparks (and LAND studio) to learn how the Red Line Greenway developed from a Rotary Club project more than 40 years ago to a conceptual plan to a trail being built in part through a federal USDOT Transportation Investment Generating Economic Recovery (TIGER) grant. This linear greenway provides needed park space, recreation and active transportation options in a portion of the city of Cleveland with few of these amenities. Staff will cover how this trail could be enhanced to further connect the neighborhoods in the near future.

Presenters

- Michael J. Schipper, P.E., Deputy General Manager for Engineering and Project Management, Greater Cleveland Regional Transit Authority
- Sara Byrnes Maier, Senior Strategic Park Planner, Cleveland Metroparks
- Joel Wimbiscus, Project Manager, LAND studio

Learning Outcomes

- Learn how to the project partners worked together to overcome initial obstacles to building a trail alongside a well used commuter heavy rail corridor.



INDUSTRIAL HEARTLAND & CLEVELAND TRAILS SUMMIT

Unlocking the Economic Potential of the Region
June 7-11, 2021

- Understand how the partnerships were leveraged to receive a federal TIGER (aka BUILD and now RAISE) grant, Congestion Mitigation and Air Quality Improvement Grant (CMAQ), and a State of Ohio Clean Ohio Trails Fund to help construct this project.
 - Identify the major project development steps for a federally funded trail project.
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IN PERSON TOUR: 2:15 pm-3:15 pm: Bicycle Tour of the Towpath Trail & Canal Basin Park (Tour1B)

Participants will enjoy a 2-mile guided bike ride along the newest segments of the \$50 million Towpath Trail Extension Project. The tour will start at Cleveland's Tremont neighborhood and finish at the Towpath Trail's northern terminus at Canal Basin Park by the Cuyahoga River. When completed in early summer, the project will cap a \$50 million effort by project partners including the City of Cleveland, Cuyahoga County, Cleveland Metroparks and Canalway Partners to extend the Towpath Trail 6 miles from Harvard Avenue to the entry point of the historic Ohio & Erie Canal. Canal Basin Park will serve as an interpretive park and connective hub to nearby trails, including the 101-mile-long towpath trail connecting to Zoar & New Philadelphia. Participants are required to review and submit the Waiver.

Presenters

- Mera Cardenas, Executive Director, Canalway Partners
- Jessica French, Senior Project Manager, Cuyahoga County

Learning Outcomes

- Participants will learn how the Cleveland neighborhood of Tremont is incorporating the Towpath Trail as a differentiating brand for residents and visitors.
 - Participants will learn how Canal Basin Park was funded and how the project is being designed in phases to leverage available short-term funding as an interim step towards the vision of a larger interpretive park that will be the northern terminus of the Ohio & Erie Canalway Towpath Trail.
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Wednesday, June 9

9:30 am-10:30 am: Synergies of the Towpath (K)

Speakers will lead participants through a brief history of the Towpath Trail's development in Cleveland and how this trail has been used as a catalyst to launch additional, coordinated projects, including Canal Basin Park, Heritage Boat Docks, Irishtown Bend Park, Vision for the Valley and Transportation Investment Generating Economic Recovery (TIGER) grant projects in and around the Cleveland Flats neighborhood. Updates on these projects will be provided along with information about how they relate to the Towpath Trail.

Presenters

- Sean E. McDermott, P.E., Chief Planning and Design Officer, Cleveland Metroparks
- Sara Byrnes Maier, Senior Strategic Park Planner, Cleveland Metroparks

Learning Outcomes

- Participants will understand the long history of the Towpath Trail development.
- Participants will learn how layering and coordinating planning efforts over years and decades can be used to position projects to move forward as part of a system or network.



INDUSTRIAL HEARTLAND & CLEVELAND TRAILS SUMMIT

Unlocking the Economic Potential of the Region
June 7-11, 2021

- Participants will learn how partnerships and resources can be coordinated as part of strategic development.
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10:30 am-11:00 am: Workshop Focus Breakouts (L)

Participate in an interactive breakout discussion to take a deep dive into the topics covered in the “Synergies of the Towpath” summit session.

11:15 am-12:15 pm: The Euclid Waterfront: Innovative Lakefront Development For All (M)

Learn from a 2018 Greater Cleveland Trails & Greenways Conference Showcase award winner at this virtual presentation and Q&A. Participants will learn how the City of Euclid over a period of 12 years took from concept to completion a precedent-setting public-private partnership to create a three-quarter mile public access trail along historically privatized property. The project, designed and engineered by SmithGroup, is hailed as the model for opening up Lake Erie to public access across the region. Currently, the City of Euclid participates in the SmithGroup-led Cuyahoga County Lakefront Public Access Plan as a Steering Committee Member and is one of thirteen communities leading the first Shoreline Special Improvement District in the State of Ohio across two counties. During the session we will take a deep dive into current contexts, opportunities and challenges, strategies, best practices and much more!

Presenters

- Kirsten Holzheimer Gail, Mayor of the City of Euclid
- Allison Lukacsy-Love, AIA, AICP, Director, Department of Planning and Development, City of Euclid

Learning Outcomes

- Participants will be able to identify key benefits of a public/private partnership
 - Participants will be able to identify unique opportunities for funding
 - Participants will learn about the creation of a Shoreline Special Improvement District
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12:15 pm-12:45 pm: Workshop Focus Breakouts (N)

Participate in an interactive breakout discussion to take a deep dive into the topics covered in the “The Euclid Waterfront: Innovative Lakefront Development For All” summit session.

IN PERSON TOUR: 2:15 pm-3:15 pm: From Concept to Completion: Euclid Waterfront Walkshop (Tour 2A)

Learn from a 2018 Greater Cleveland Trails & Greenways Conference Showcase award winner at this “walkshop” along the Euclid Waterfront. Participants will learn how the City of Euclid, over a period of 12 years, took from concept to completion a precedent-setting public-private partnership to create a 0.75-mile public access trail along historically privatized property. The project is hailed as the model for opening up Lake Erie to public access across the region as well as leading the innovative Shoreline Special Improvement District. The project will be substantially complete by the end of 2021, and part of the



INDUSTRIAL HEARTLAND & CLEVELAND TRAILS SUMMIT

Unlocking the Economic Potential of the Region
June 7-11, 2021

walkshop will be a behind-the-scenes construction tour. During the approximately 1.5-mile walk, we will take a deep dive into current contexts, opportunities and challenges, strategies, best practices and much more!

Presenters

- Kirsten Holzheimer Gail, Mayor of the City of Euclid
- Allison Lukacsy-Love, AIA, AICP, Director, Department of Planning and Development, City of Euclid

Learning Outcomes

- Participants will be able to identify key benefits of a public/private partnership
 - Participants will be able to identify unique opportunities for funding
 - Participants will learn about the creation of a Shoreline Special Improvement District
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IN PERSON TOUR: 2:15 pm-3:15 pm: Hemlock Creek Trail Site Visit (Tour 2B)

The Hemlock Creek Trail is one of the Cuyahoga Valley National Park's community connector trails and a critical segment in the overarching West Creek Greenway – a 21-miles-plus intercommunity trail system extending through Parma, Seven Hills, Brooklyn Heights and Independence. The site visit will include a hike into the valley, through public-private-federal land, including two municipalities. The trail includes adaptive reuse of former rights-of-way and closed roads as well as bridges. Highlighted on the tour will be the former Haydite mine, the complexity of crossing the Cuyahoga River, interfacing with the Cuyahoga Valley Scenic Railroad, as well as present and future opportunities.

Presenter

- Derek Schafer, Executive Director, West Creek Conservancy

Learning Outcomes

- Understanding the criticality of public-private partnerships and how important each of their respective roles are
 - Recognizing the value of reusing historic infrastructure and creating “place” opportunities along a trail that provide multiple benefits (e.g. resting place, leisure, picnic, viewsheds, safety/maintenance access, etc)
 - Participants will be introduced to a project where the trail/greenway is the groundwork for future opportunities versus a trail in the mix of a development — essentially, how the trail will be the catalyst to additional opportunities (e.g. adaptive reuse of the former Haydite mine, an access point for the Cuyahoga River Water Trail, entrepreneurial opportunities, etc)
 - Cooperatively leveraging interagency funding, resources and missions/goals
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Thursday, June 10

9:30 am-10:30 am: Trails and the Outdoor Economy – Building Community in West Virginia (P)

Trails and trail networks are significant drivers of the outdoor economy and community development across the Industrial Heartland and the United States. In West Virginia, trails play a central role in a new initiative of the Brad and Alys Smith Outdoor Economic Development Collaborative (OEDC) at West Virginia University: a remote worker program emphasizing community, purpose and the outdoors, which is designed to support remote workers and their families as they relocate to West Virginia in pursuit of a



INDUSTRIAL HEARTLAND & CLEVELAND TRAILS SUMMIT

Unlocking the Economic Potential of the Region
June 7-11, 2021

high quality of life and an outdoor-driven lifestyle. The Claude Worthington Benedum Foundation has also been investing in trail initiatives in the region, including IHTC, considering them important building blocks for community development and local economic growth. This session will explore the role of trails in a burgeoning outdoor economy and why they will be essential to the type of community development that retains and recruits people to live in West Virginia and the Industrial Heartland.

10:30 am-11:00 am: Workshop Focus Breakouts (Q)

Participate in an interactive breakout discussion to take a deep-dive into the topics covered in the “Trails and the Outdoor Economy – Building Community in West Virginia” summit session.

11:15 am-12:15 pm: Cuyahoga Valley National Park: A National Park for the Community (R)

Trails create physical links between Cuyahoga Valley National Park and communities. Partner relationships and programs enhance these connections. As the park approaches its 50th anniversary, the National Park Service seeks to deepen connections even further through a Community Access Plan. This session will focus on the park’s role as an anchor location within the region’s interconnected park and trail system.

Presenters

- Jennie Vasarhelyi, Chief of Interpretation, Education & Visitor Services, Cuyahoga Valley National Park
- Pam Barnes, Community Engagement Supervisor, CVNP
- Denver Service Center Planner tbd

Learning Outcomes

- Participants will learn the basics of the federal interagency visitor use management planning framework used to create a Community Access Plan.
 - Participants will understand how a robust civic engagement strategy can benefit a park planning project.
 - Participants will learn the benefits that come from a park embracing its role in an interconnected, regional trail system.
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12:15 pm-12:45 pm: Workshop Focus Breakouts (S)

Participate in an interactive breakout discussion to take a deep dive into the topics covered in the “Cuyahoga Valley National Park: A National Park for the Community” summit session.

IN PERSON TOUR: 2:15 pm-3:15 pm: Akron Civic Commons: Restoring Trust and the Co-Creation of Equitable Parks, Trails and Open Spaces (Tour 3A)

Akron Civic Commons is a resident-led community partnership that seeks to co-create, co-design and co-steward accessible, equitable and welcoming parks, trails, and open spaces along 3-miles of the Ohio & Erie Canal Towpath Trail in Akron. This session will examine how Akron Civic Commons addressed



INDUSTRIAL HEARTLAND & CLEVELAND TRAILS SUMMIT

Unlocking the Economic Potential of the Region
June 7-11, 2021

issues of mistrust and equity in the Summit Lake neighborhood while led to the \$10 million dollar Summit Lake Vision Plan. Using the Akron Civic Commons values of community engagement, socioeconomic mixing, value creation and environmental sustainability, our resident-led work is creating equitable parks, stimulating neighborhood revitalization and creating a legacy for future generations.

Presenters:

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- Kyle Kutuchief, Knight Foundation
- Michelle DiFiore, City of Akron, Office of Integrated Development
- Lisa King, Summit Metro Parks
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Outcomes:

- How to build trust and address the legacy of “things being done to and not with, and things promised and not delivered.”
- Using the design-thinking and resident-led process to co-create, co-design, and co-steward accessible, equitable and welcoming parks, trails, and open spaces.
- How the Akron Civic Commons process changes the cultures of individual organizations and impacts residents and individuals to think differently about equity in parks, trails and public spaces.

IN PERSON TOUR: 2:15 pm-3:15 pm: Wendy Park Bridge & Whiskey Island Connector Trail Tour (Tour 3B)

Join Cleveland Metroparks’ Chief Planning and Design Officer, Sean McDermott, to tour the new Wendy Park Bridge and Whiskey Island Connector Trail, both part of a federal USDOT Transportation Investment Generating Economic Recovery (TIGER) grant-funded suite of projects that will officially open in late June. The Wendy Park Bridge is a new 500-foot bridge spanning the Norfolk Western railway on Whiskey Island that will bring the Cleveland Foundation Centennial Lake Link Trail to the shores of Lake Erie at Wendy Park. The Whiskey Island Connector connects the new bridge to link Wendy Park to Edgewater Park, both part of Cleveland Metroparks’ Lakefront Reservation.

Presenter

- Sean E. McDermott, P.E., Chief Planning and Design Officer. Cleveland Metroparks

Learning Outcomes

- Learn how Cleveland Metroparks worked through property interests and engineering approvals with a major railroad and multiple stakeholders
- Understand how the “Connecting Cleveland” partnership was leveraged to receive a federal TIGER (aka BUILD and now RAISE) grant to help construct these projects
- Identify the major project development steps for a federally funded trail project

Friday, June 11: Sessions

8:45 am-9:30 am: Ohio Updates: ODNR & ODOT (T)



INDUSTRIAL HEARTLAND & CLEVELAND TRAILS SUMMIT

Unlocking the Economic Potential of the Region
June 7-11, 2021

As an update to the Ohio Trails Vision, released by ODNR Director Mary Mertz (2019), ODNR will detail its initiatives to realize this Ohio Trails Vision, including efforts to inventory all recreational trails in Ohio, continue to build and promote the Buckeye Trail, increase opportunities for mountain biking, designate new water trails, and improve trail-access opportunities for all Ohioans.

ODOT will share updates on their Walk.Bike.Ohio Plan, US and State Bike Route initiative, ODOT's engagement of partners and stakeholders to promote multimodal transportation improvements.

Presenters

- Tom Arbour, Trails Coordinator, Ohio Department of Natural Resources Division of Parks and Watercraft
- Laura Briggs, Director of Policy Initiatives, Ohio Department of Natural Resources
- David Short, Transportation Planner, Ohio Department of Transportation District 12

Learning Outcomes

- Learn how to access the state trail inventory, provide updates and feedback on the new inventory application
- Learn access to and techniques for promotion of the Buckeye Trail
- Be apprised of expanded mountain biking opportunities
- Gain updates on new water trails
- Be apprised on how to improve trail access
- Learn basics of the Walk.Bike.Ohio program
- Learn how to engage with the US & State Bike Route initiative in his/her region

9:30 am-10:30 am: Summit Wrap-Up – Creating More Inclusive Trails & Outdoor Spaces (U)

Cleveland's own Leon Bibb of WKYC-TV will moderate the wrap up event of the Industrial Heartland & Cleveland Trails Summit, where we examine the barriers that prevent people from accessing and using trails, parks and outdoor public spaces. This discussion with national thought leaders will explore the lived experiences of people of color in the outdoors as well as recent trends that explore barriers to trail use with a focus on race and gender. This will be a thought-provoking and interactive discussion that will offer innovative ideas on how to create a more inclusive trail experiences for all people.

