

Lakeview Greening Project



- **Ohio City Incorporated**
- **Project Leaders/Managers:** Ashley Shaw, Chief Operation Officer; Whitnye Long Jones, Community Engagement & Equity Manager; Keri Palma, Senior Director of Youth & Family Engagement
- **Type:** Accessibility, Health
- **Description:** Ohio City Incorporated is working with residents at CMHA's Lakeview Estates to strengthen connections between the Lakeview community and the broader Ohio City neighborhood, through public art, neighborhood cleanups, youth programming and bicycle education.
- **Year Started:** 2015

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GOALS AND OBJECTIVES:

- Goal 1: Better engage and connect residents to each other, events, and opportunities in Ohio City.
- Goal 2: Implement programming that promotes community pride, shared voices, and environmental health.
- Goal 3: Improve physical connections to neighborhood assets, amenities, and services.

Residents of Lakeview Estates have expressed a feeling of disconnectedness from the broader Ohio City neighborhood and City of Cleveland for decades. Ohio City Incorporated began working to break down these barriers in 2015 while organizing with residents to prevent a proposed expansion of the Shoreway with new highway infrastructure, which would further separate residents. This work continued in 2016 with a \$250,000+ investment from the Cleveland Foundation into public art strategically installed to visually break down those barriers, bring residents from both sides of the Shoreway together, raising morale, and turning the wall that divided the community into something residents can be proud of.

With the trail investments taking place and the momentum from the previous two years, OCI developed a series of monthly programs that engaged residents while building trust between residents and the organization. OCI partnered with Trust for Public Land and developed programming around the trail network and greenspaces. Some examples included community cleanups, tree plantings, bike education with youth, a scavenger hunt on the trails, a mural installation on the trail.

This project was innovative because it allowed us to engage with residents over time, talking about issues that impact them like poor air quality, truck traffic, and crime in a holistic way, rather than around specific projects, which is traditionally how residents have engaged with organizations like ours. It also allowed us to build trust and meaningful relationships with the residents, which is really important in communities like Lakeview Estates where residents feel exploited by organizations coming into their community to do a project or to get grant funds, and often don't deliver on the promises they've been told. We intentionally created small accomplishments or "leave behinds" during each of the monthly programs, such as a mural, bike racks designed by youth, and trees, to demonstrate to residents that we are committed to them and will deliver on the things we say we will.

1. Project Leaders/Managers: Ashley Shaw, Chief Operation Officer; Whitnye Long Jones, Community Engagement & Equity Manager; Keri Palma, Senior Director of Youth & Family Engagement
2. **REQUIRED:** Provide contact information in case we need to contact you about this program.
Name: Ashley Shaw
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- **Participants:** Ohio City Incorporated hosts a spring break camp each year called Spring Jam. Approximately 20-25 kids attend. Each year, there is a focus on connecting the youth to the trail network around Lakeview Estates.
- **Staff & volunteers:** Ohio City Incorporated staff, CMHA staff, partner organizations (i.e. Trust for Public Land, Bike Cleveland)
- **Location:** Lakeview Estates and adjacent trails
- **Program frequency:** Spring Jam is annual, but we also hosted monthly engagement sessions with residents in 2018-2019.
- The monthly engagement sessions were a partnership between OCI and Trust for Public Land and included neighborhood clean ups, tree plantings, youth-created public art on the trail, custom bike racks designed by youth, a basketball court mural

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- This program was unique because it focused on building relationships with residents. We hosted programming with residents monthly for 18 months with a focus on building trust with community members and listening and learning about their experiences, concerns, and improvements they would like in their neighborhood.
Benefits, Goals and Results: The goal was to build trust with community members; to ensure Lakeview Estates residents knew the trails were for them to use; increase physical activity and trail use; to connect residents to nature; to leave behind small improvements each month (public art, bike racks, plants) as a way of building trust and demonstrating that we're committed to helping make change.
Transferability: This is a model that could be replicated in many different communities.

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- Artist Glen Infante working with youth to develop concepts for the basketball court mural

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- Basketball court mural celebration, Lakeview Estates (in partnership with Trust for Public Land and LL Bean)

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- Youth working with artist Erin Guido to design and install the wheatpasted "You are Super Magical" mural on the Cleveland Foundation Centennial Lake Link Trail

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- Scavenger hunt on the Cleveland Lakefront Trail

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