# Greater Cleveland

# Trails & Greenways

# Conference 2016

Connecting Recreation and Transportation



### Welcome to the 4th biennial Greater Cleveland Trails & Greenways Conference!

Building on feedback from the successful 2010, 2012 and 2014 Conferences, this year's event will include expert speakers, topic panels, peer learning, open discussions, and networking opportunities. We are also proud to welcome popular speaker, award-winning writer and leading authority on community issues — Jay Walljasper!

With the tremendous support from the Conference Planning Committee, we are happy to provide an opportunity for professionals, trail & greenway advocates, community leaders, and tourism & business interests to:

- Explore emerging trends in design
- → Build skills for funding and project success
- ❖ Understand how trails & greenways benefit the economy, environment, and health of thriving communities
- ❖ Attend the 2016 Trails & Programs Showcase and Conference reception

Please let us extend a genuine thank you to all our partners, sponsors, speakers and volunteers for their contributions towards making this event a success. Special thanks to Brecksville's Mayor Jerry Hruby and Director of Health and Human Services Steven Paciorek, who were each pivotal to bringing this all together. And to all our attendees, thank you for your interest and commitment to bringing a world class greenway trail network to Greater Cleveland and recognizing the importance of trails and greenways in connecting recreation and transportation!

With sincere appreciation:

Bob Gardin

Executive Director

Big Creek Connects

Derek Schafer

**Executive Director** 

West Creek Conservancy

P- (5-1

#### THANK YOU Conference Planning Committee Members

Kevin Brennan - Cuyahoga County Board of Health

Marty Cader - Cleveland City Planning Commission

Nancy Desmond - Cleveland Metroparks

Bob Gardin, Conference Co-Chair – Big Creek Connects

Matt Hils – Behnke Landscape Architecture

Andrea Irland – National Park Service, Rivers Trails and Conservation Assistance

Michelle Johnson – Environmental Design Group

Jim Kastelic – The Trust for Public Land

Paul Kovalcik – Northeast Ohio Regional Sewer District

Suzanne Krippel - Cuyahoga County Board of Health

Eric Oberg - Rails to Trails Conservancy

Steve Paciorek – City of Brecksville

Dawn Petkov – West Creek Conservancy

Elaine Price – Cuyahoga County Planning Commission

Rory Robinson – National Park Service, Rivers Trails and Conservation Assistance

Derek Schafer, Conference Co-Chair – West Creek Conservancy

Amy Snell – Greater Cleveland

Regional Transit Authority

Mary Ellen Stasek – Big Creek Connects

Melissa Thompson – Northeast Ohio Areawide Coordinating Agency

Jacob Van Sickle - Bike Cleveland

Dave Vasarhelyi - The Trust for Public Land



8:00-8:30 ам	Registration and Continental Breakfast	Gathering Room
8:30-9:00 ам	Welcome and Opening Remarks	Community Center ABC
9:00-9:30 ам	Regional Trails Update	Community Center ABC
9:30-10:30 ам	Plenary Session: 25 Ways to Brighten Your Community and Help Make a Difference in the World	Community Center ABC
10:30-11:00ам	Break and Visit Exhibits	Gathering Room
11:00 AM-Noon	Concurrent Session 1A– Connecting Recreation and Transportation: Cincinnati Connects and the Greater Cleveland Trails Leadership Network	Human Services A-B
	Concurrent Session 1B– Developing the Blueprint for Sustainable Natural Surface Trails	Human Services C
	Concurrent Session 1C– The Power of Connection: The Lakefront Creating Economic & Community Impacts	Community Center ABC
Noon-1:00 PM	Lunch and Visit Exhibits	Gathering Room
1:00-2:00 РМ	Concurrent Session 2A– The Crowning Connection of the Towpath Trail: Canal Basin Park	Community Center ABC
	Concurrent Session 2B– Providing for the 8-80: How Different User Groups Affect Facility Design	Human Services A-B
	Concurrent Session 2C- Trails: Making the Healthy Connection	Human Services C
2:00-2:30 рм	Break and Visit Exhibits	Gathering Room
2:30-3:30 РМ	Concurrent Session 3A– Trails: Better Communities. Healthier Environment	Human Services A-B
	Concurrent Session 3B- Transportation Alternatives—What's Happening in Cleveland	Community Center ABC
	Concurrent Session 3C- iTowpath: Expanding Connections and Enhancing the Experience	Human Services C
3:30-5:00 рм	Trails Recognition Showcase and Open House Reception	Community Center ABC
5:00-5:30 РМ	Closing Remarks with Evaluation and Attendance Certificates	Community Center ABC

 $\sim$  See Room Locations inside back cover  $\sim$ 

#### **CONTINUING EDUCATION**

Application has been submitted for:

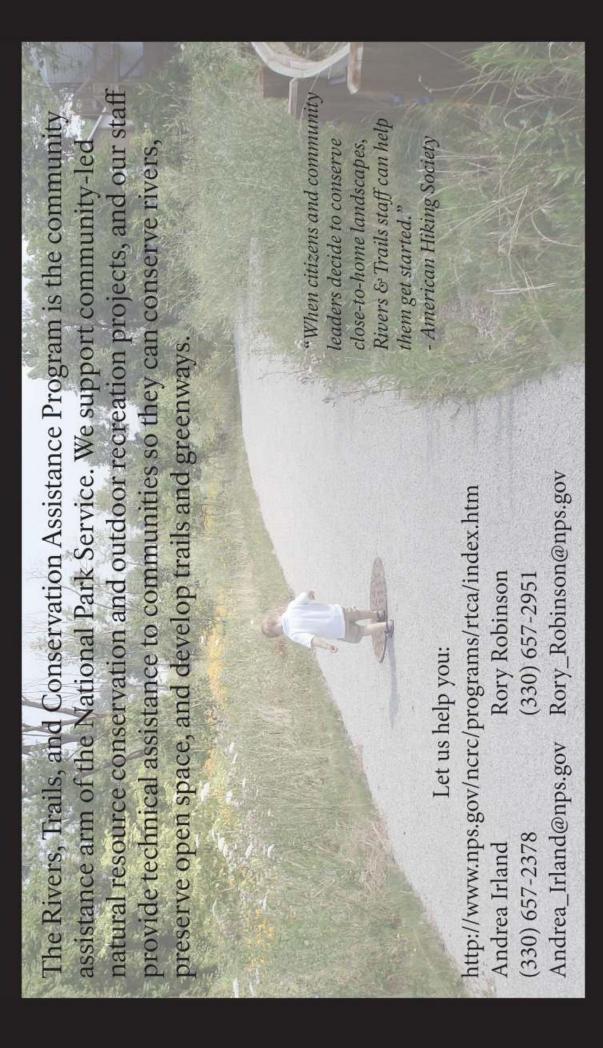
- ◆ Certified Planners APA AICP (CM)
- ◆ Parks and Recreation Professionals OPRA (CEU) \$5 fee + OPRA sign-in sheet
- ◆ Landscape Architects OLAB LA (CE) Sign in
- Licensed Engineers Certificate of Attendance for CPD record-keeping and submission requirements
- ◆ Registered Sanitarians (CE)

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#### SESSION DESCRIPTIONS

# Rivers, Trails, and Conservation Assistance Program

onal Park Service
Department of the Interior



#### **Welcome and Opening Remarks**

Speakers: Conference Co-chairs **Bob Gardin**, Executive Director, Big Creek Connects and **Derek Schafer**, Executive Director, West Creek Conservancy; **Suzanne Krippel**, Program Manager, Food Defense, Cuyahoga County Board of Health; The Honorable **Jerry N. Hruby**, Mayor of Brecksville

#### **Regional Trails Update**

Speaker: **Rory Robinson**, Outdoor Recreation Planner, Rivers, Trails and Conservation Assistance Program, National Park Service; **Glenn Coyne**, FAICP, Executive Director, Cuyahoga County Planning Commission

### Opening Plenary – 25 Ways to Brighten Your Community and Help Make a Difference in the World

Speaker: Jay Walljasper, Senior Fellow at Projects for Public Spaces

Neighborhoods are the secret sauce for improving our lives and making a better world. Everybody lives in one—in a city, suburb or rural community. Getting together with the neighbors to make your place in the world more vital, friendly, green and fun can accomplish a lot. Jay will share the insights and inspirations he has collected from around the world that are helping everyday people make a difference in their neighborhoods and the world by working together to implement community building and place-making projects.

# Concurrent Session 1A – Connecting Recreation and Transportation – Cincinnati Connects and the Greater Cleveland Trails Leadership Network

Speakers: **Joey Hood**, Project Manager, Human Nature, Inc.; **Rory Robinson**, Outdoor Recreation Planner, Rivers, Trails and Conservation Assistance Program, National Park Service

This presentation will compare and contrast the efforts, the reasons for, approaches to, and benefits of developing a network of non-motorized transportation options that connect people, places, stories, resources.

The Cincinnati Connects Plan is a bold vision for a healthy, vibrant, and revitalized city offering enhanced mobility and connectivity for all of its citizens through a robust active transportation network.

The Greater Cleveland Trails Leadership Network is a collaboration to facilitate communication, and drive the regional trail effort raising the visibility, prioritization, funding methods and implementation of a complete the recreation, transportation-choice network.

#### Concurrent Session 1B – Developing the Blueprint for Sustainable Natural Surface Trails

Speakers: **Ralph Protano**, Trails Manager, Cleveland Metroparks; **Jim Rodstrom**, Director of Construction, Cleveland Metroparks

The presentation will provide a rational process for establishing design standards for any given trail and the best approach for routing and layout on the ground. Emphasis is given on learning how to "read the ground" to assess suitability for any particular kind of trail or use type. Included:

- ${\color{red} \diamond}$  Understanding the interrelationships of terrain dynamics and trail users
- ◆Identifying major and minor route control points at the desk and on the ground
- ◆ Familiarity with the basics of trail layout from preliminary investigation to marking for construction
- ◆ Understanding the importance of aesthetics in supporting trail design choices



## Concurrent Session 1C – The Power of Connection: The Lakefront Creating Economic & Community Impacts

Speaker: **Kelly Coffman**, Senior Strategic Park Planner, Cleveland Metroparks; **Freddy Collier**, Cleveland City Planning Director; **Michelle Johnson**, Director, Environmental Design Group; **Bobbi Reichtell**, Executive Director, Campus District, Inc.; **Matt Zone**, Councilman, City of Cleveland

A look at Cleveland's lakefront greenway—east and west: the overall vision, the plan, how the west side project was accomplished, a look at the recently completed study for the eastside lakefront greenway and connectors to the Campus District and St. Clair Superior neighborhoods, and how important the built environment is for creating healthy communities. Listeners will realize the importance of connecting people to the lakefront for both economic development and health impacts.

#### Concurrent Session 2A – The Crowning Connection of the Towpath Trail: Canal Basin Park

Speakers: **George Cantor**, AICP, Chief City Planner, Cleveland City Planning Commission; **Tim Donovan**, Executive Director, Canalway Partners; **Jeffrey Kerr**, ASLA, AICP, Principal, Environmental Design Group

Canal Basin Park will celebrate the terminus of the 101-mile Towpath Trail and serve as Cleveland's gateway to the Ohio & Erie Canalway National Heritage Area. It will also tell the story of how the historic Ohio & Erie Canal set the stage for the Cuyahoga River valley to host a period of unprecedented industrial growth in America. The session will provide insight to leveraging regional stakeholders in the development of this project. The session will also highlight how Canal Basin Park and the associated Towpath Trail can become destinations that support other economic development and regional tourism through physical connections to the urban fabric as well as connections to our industrial history.

# Concurrent Session 2B – Providing for the 8-80: How Different User Groups Affect Facility Design

Speaker: Michelle Johnson, Director, Environmental Design Group

Bicycle and pedestrian facilities are in high demand by residents all over Ohio. This session will cover the different types of pedestrian and bicycle users that exist (not all users are the same!) and what types of facilities the different user types want and need. Funding availability for the facilities will also be covered.

#### **Concurrent Session 2C - Trails: Making the Healthy Connection**

Speakers: **Andrea Irland**, Outdoor Recreation Planner, Rivers, Trails and Conservation Assistance Program, National Park Service; **Heidi Gullett**, MD, MPH, clinical practice at Neighborhood Family Practice, Assistant Professor, CWRU, Assistant Medical Director, Cuyahoga County Board of Health.

This presentation will make the case for considering partnerships with the health community when creating recreation opportunities. Participants will

- ◆Gain a better understanding of the multitude of health benefits of trails and parks
- ◆Learn ways to engage the health community in planning, including the use of the Parks, Trails and Health Workbook tool
- → Be able to utilize take away ideas for healthy community engagement through a variety of programming
- ❖ Gain resources such as examples of tangible funding support for parks and trails from a variety of health organizations

#### Concurrent Session 3A - Trails: Better Communities. Healthier Environment

Speakers: **Matt Hils**, ASLA, Principal, Behnke Landscape Architecture; **Jeffrey Kerr**, ASLA, AICP, Principal, Environmental Design Group

Trails can serve as much more than connectors; they should enhance people's experiences in their communities and improve the environment. This presentation will explore local and national models for both. Participants will learn how their next trail project can utilize diversity, exploration, interpretation, education, solitude, outlooks, and creativity for a rich experience, and tips on planning, design, and construction to protect, enhance, and restore our environment.

#### Concurrent Session 3B – Transportation Alternatives – What's Happening in Cleveland?

Speakers: **Jacob VanSickle**, Executive Director, Bike Cleveland; **Amy Snell**, Planning Team Leader, Greater Cleveland Regional Transit Authority; **Michael J. Schipper**, Deputy General Manager, Engineering and Project Management, Greater Cleveland Regional Transit Authority

This mixed method presentation will 1) introduce the variety of bicycle facility designs which have been approved by the National Association of City Transportation Officials (NACTO) and recommended by FHWA; 2) explain how these on-street facilities can be incorporated into a truly connected network of bike facilities in Cleveland; 3) summarize the active transportation literature to illustrate the impact of different designs on ridership among women, children and minority populations; and 4) review both Bike Cleveland survey findings and local 2014 Behavior Risk Factor Surveillance Survey data on bike ownership, bike ridership and attitudes toward bike riding among Cleveland survey respondents.

#### Concurrent Session 3C – iTowpath: Expanding Connections and Enhancing the Experience

Speakers: **Katelyn Freil**, Communications Coordinator, Ohio & Erie Canalway Coalition; **Kyle T. Lukes**, Landscape Architect; **Chelsea Skiba**, Event & Development Coordinator, Ohio & Erie Canalway Coalition

Learn how your community can rapidly implement ideas that are cost-effective to create a sense of place throughout their community. With more than \$750,000 in Knight Foundation and local foundation support, the iTowpath Project is striving to transform the trail experience while engaging the civic core of Akron in an effective, meaningful and lasting way.

#### 2016 Trail Projects and Programs Showcase

The Showcase introduces recent physical (capital) trail or bike facility projects and recreational, fitness and social programming taking place on these facilities. Gain insights for: connecting with successful project and program leaders; applying creative design features; expanding methods of funding; developing and executing new programming for trail and bike facilities; applying best practices for trail and bike facilities and programs. •



We thank the American Planning Association Cleveland Section and its members for assistance in program development and CM coordination.



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#### PRESENTER BIOGRAPHIES

GEORGE CANTOR, AICP, Chief City Planner, Cleveland City Planning Commission has worked for the Commission since 1985. Prior to that, he was a Senior Planner with the City of Dayton, Ohio's Department of Planning. He earned both a Bachelor's Degree in Urban & Economic Geography and Master's in City & Regional Planning from The Ohio State University. With over 30 years of diverse experience in community master planning and development, he has played an integral role for the City of Cleveland in its dealings with the Towpath Trail Partnership, a consortium of public agencies dedicated to completing the final 6 miles of the Towpath within the city. In recent years, he coordinated a series of trail connector studies designed to link City residents with the Towpath via heretofore underutilized rail and natural corridors. He is a member of the American Planning Association and the American Institute of Certified Planners.

216-664-3807 gcantor@city.cleveland.oh.us

**KELLY COFFMAN** is a Senior Strategic Planner at Cleveland Metroparks and is leading the Metroparks' planning efforts on Cleveland's lakefront parks and facilities. As an experienced landscape architect and LEED professional, Kelly Coffman brings a systemsbased approach to planning and landscape architecture projects. She is interested in bridging the gap between green spaces and existing building infrastructure, designing facilities that connect people with nature, and working with communities to encourage positive regional development. Over the last 20+ years, she worked directly for the Columbus and Franklin County Metro Parks, as well as for private practice design firms with public planning clients. She has a BS in Landscape Architecture from The Ohio State University. 216-635-3299 kbc@clevelandmetroparks.com

FREDDY L. COLLIER JR. currently serves Mayor Frank G. Jackson as the Director of the Cleveland City Planning Commission. Since starting his career with the City Planning Commission in 1999, Freddy has led several citywide initiatives. He is the project manager of the Connecting Cleveland 2020 Citywide Plan, which is the City of Cleveland's current adopted masterplan designed to guide the development direction of the City of Cleveland. In addition to the City of Cleveland's Comprehensive Plan, he and his colleagues focused on the sustainable reuse of vacant land as a way of creating healthy and sustainable neighborhoods in Cleveland. Collier has been an outspoken advocate of improving health impacts through changes in the built environment and has been a leader in the Cuyahoga Place Matters Initiative and he sits on the Cuyahoga County Planning

Commission. Freddy holds a Bachelor of Arts in Urban Studies with an emphasis in urban planning and a master's degree in Public Administration. Before joining the city's planning department in 1999, Collier was with Fifth Third Bank of Northeast Ohio and was responsible for providing residents and businesses with banking services in some of Cleveland's most challenged communities.

216-664-3468 fcollier@city.cleveland.oh.us

GLENN COYNE, FAICP. Returning to his hometown to lead the Cuyahoga County Planning Commission, Glenn brings 29 years of professional planning experience, primarily in the Georgia communities of Augusta, Savannah and Duluth. Glenn has also served as an Atlanta-based consultant to local governments, completing comprehensive plans, neighborhood plans, and unified land development codes. His leadership with Cuyahoga County Planning is now focused on community master plans, countywide studies on housing and economic development and regional collaboration. Glenn served the planning profession as the Director of the American Institute of Certified Planners (AICP) in Washington, D.C. He holds a Bachelor of Urban Studies from Cleveland State University and Master of City Planning from Georgia Tech. Glenn was inducted as a member of the AICP College of Fellows in 2012. 216-443-3720 gcoyne@cuyahogacounty.us

TIM DONOVAN has led the successful effort to designate and establish the Ohio & Erie Canalway National Heritage Area, an affiliated unit of the National Park Service since 1990. A key feature of this unique linear heritage greenway is the Towpath Trail which connects visitors to key nodes of interpretation. Canal Basin Park will serve as the northern gateway – orienting visitors to the package of destinations associated with the Canalway.

216-520-1825 tdonovan@canalwaypartners.com

KATELYN FREIL graduated in 2014 from The University of Akron with a Bachelor's degree in journalism and public relations. After interning and working part time at the Ohio & Erie Canalway Coalition during school, Katelyn received the full-time position of communications coordinator at the organization, working closely with community engagement projects like iTowpath.

330-374-5657 kfreil@ohioeriecanal.org

**HEIDI GULLETT,** MD, MPH. Dr. Gullett was born and raised in Youngstown, Ohio, and completed her undergraduate degree at Denison University, her MD

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#### *→* PRESENTER BIOGRAPHIES, cont'd.

at Wright State, and her MPH in Health Policy at Portland State. She completed a combined residency in Family Medicine, Public Health, and General Preventive Medicine at Oregon Health and Science University and is boarded in both specialties. She also served in the National Health Service Corps and has worked at Federally Qualified Health Centers for most of her career, including currently practicing clinically at Neighborhood Family Practice. She teaches medical students and Family and Preventive Medicine residents at Case Western Reserve University and also serves at the Cuyahoga County Board of Health as an assistant medical director and in a population health liaison position with CWRU aimed at building partnerships between public health and clinical care.

216-368-0776 heidi.gullett@case.edu

MATT HILS, ASLA, is a Principal at BEHNKE Landscape Architecture, the Cleveland-based leader in planning and designing award-winning outdoor places. As a licensed landscape architect in the State of Ohio, Matt has made a positive impact on society through aquatic and upland restoration, complete and green streets, green infrastructure, greenways and active transportation, and urban design. He draws upon his Bachelor of Science in Landscape Architecture from The Ohio State University, over 20 years of experience, and innovation to deliver exceptional projects focused on the end user.

216-589-9100 mhils@behnkela.com

**JOEY HOOD.** As a Landscape Architect, Joey works at the crossroads of people, culture, design, and sustainability in the built environment. He is particularly interested in the role of active transportation in creating unique and vibrant communities that promotes connectivity for all of its citizens. In partnership with public agencies, nonprofit organizations, private firms, and trail advocates all working together through the collective impact model, Joey led the development of the Cincinnati Connects trail plan and comprehensive report. The plan outlines a 42-mile, urban loop trail that connects 32 Cincinnati neighborhoods, 18 regional and neighborhood parks, three colleges and universities, 18 schools, three hospitals, and seven neighborhood business districts. When constructed, the Cincinnati Connects framework will provide 242,000 residents access to regional and national trail networks.

513-281-2211 jhood@humannature.cc

**ANDREA IRLAND** has worked for the National Park Service for over 20 years in various roles. As an

Outdoor Recreation Planner for the Rivers, Trails and Conservation Assistance Program she works throughout Ohio to develop and advance projects through collaboration and partnerships. Andrea earned a degree in Conservation from Kent State University, decades ago. 330-657-2378 Andrea\_Irland@nps.gov

MICHELLE JOHNSON has more than 13 years of experience in comprehensive planning, including transportation corridors, streetscapes, multi-modal plans, urban renewal plans and land use plans. She has a passion for complete streets, revitalizing urban communities, restoring ecological systems and supporting sustainable regional land use. She has extensive Project Management experience in community planning and complete streets projects as well as ODOT LPA trail design projects. Ms. Johnson is a Director at Environmental Design Group and manages the Community Planning and Design Group.

330-375-1390 mjohnson@envdesigngroup.com

JEFFREY KERR, ASLA, AICP is Principal with Environmental Design Group, a planning, landscape architecture and engineering firm located in Akron and Cleveland where he leads the firm's planning + design studio group. Mr. Kerr has studied at Knowlton School of Architecture at The Ohio State University where he received a Bachelor of Science in Landscape Architecture.

330-375-1390 jkerr@envdesigngroup.com

KYLE LUKES is a registered landscape architect and an Ohio & Erie Canalway Coalition Associate Board Member. He is a graduate of Ball State University with a Bachelor of Landscape Architecture, and has over 10 years of experience in trail and greenway design, parks and recreation design, site inventory and analysis, master planning, schematic site design, commercial landscape design, natural system design and restoration, and sustainable design.

330-375-1390 klukes@envdesigngroup.com

RALPH PROTANO was hired as Cleveland Metroparks' first Trails Manager in 2012. In addition to developing trail design and management standards for the park district, he has also implemented a specialty construction division and volunteer corps that he oversees. His skillset was developed working on trails for the Appalachian Trail Conservancy, Professional Trailbuilders Association and the Student Conservation Association. He is a graduate of Virginia Tech with a Master's in Natural Resources & Sustainability.

216-386-8668 rlp@clevelandmetroparks.com

#### PRESENTER BIOGRAPHIES, cont'd.

**BOBBI REICHTELL** is the executive director of the Campus District Inc. (CDI) in the arts, medical and education district of downtown Cleveland which includes Cleveland State University (CSU), Cuyahoga Community College, St. Vincent Charity Medical Center and the Superior Arts District. Reichtell has been active in the community development field in Cleveland for over 30 years. Her experience includes housing rehabilitation and new construction, creating neighborhood parks and trails, brownfield remediation, and fund development. Prior to the Campus District, she served as Senior Vice President for Programs at Neighborhood Progress, Inc. (NPI) and before that was the Senior Development Officer at Slavic Village Development, where she lead the redevelopment of a 100 acre abandoned mental institution into a 220 unit new housing development, 30 acre park and mile-long hiking and biking trail, and creation of a wildlife habitat and park from a former junk yard.

216-650-6945 breichtell@campusdistrict.org

JIM RODSTROM serves as Director of Construction for Cleveland Metroparks and is responsible for design and construction of park district infrastructure, stormwater management, facility, and trail capital projects. Jim is a registered Professional Engineer in the State of Ohio, a Certified Professional in Erosion and Sediment Control, and currently sits on the Board of Directors for Tinkers Creek Watershed Partners. In addition to construction oversight, he also oversees the park district Forestry operations and Fleet Management division. Prior to joining Cleveland Metroparks in 2008, he worked in both private and public sector design and construction management as a land development consulting engineer and as a municipal staff engineer. Jim has over 20 years of design and construction management experience and is a graduate of the University of Cincinnati with a Bachelor's of Science degree in Civil Engineering

216-739-6044 jgr@clevelandmetroparks.com

RORY ROBINSON. In his 37th year with the National Park Service, Rory has worked in the Rivers, Trails and Conservation Assistance for 21 years assisting communities in Ohio and Indiana with the development of trails and river conservation and enhancement. One of his recent projects has been to facilitate the development and implementation of a regional effort in NE Ohio aimed at enhancing and connecting nonmotorized recreation and transportation opportunities, the Greater Cleveland Trails Leadership Network.

330-657-2951 rory\_robinson@nps.gov

MICHAEL SCHIPPER is GCRTA's Deputy General Manager for Engineering and Project Management. He is responsible for the planning, design, and construction elements of GCRTA's \$318 million 2016 – 2020 Capital Improvement Program, which includes all rail stations, track rehabilitation, bus garages, transit centers, bridges, and other facilities. He has Civil Engineering degrees from the Rose-Hulman Institute of Technology and the University of Texas at Arlington and is a Registered Professional Engineer in the states of Ohio and Texas.

216-566-5084 mschipper@gcrta.org

CHELSEA SKIBA is the Event & Development Coordinator for the Ohio & Erie Canalway Coalition. She graduated with a Bachelor's Degree in Communication with a concentration in Public Relations and a minor in New Media from the University of Akron in 2014. Since coming on board full time in January of 2015, Chelsea has had the unique opportunity to assist in the coordination of the iTowpath project, cultivate public engagement and work with the many partners of the organization who make the Towpath Trail a truly exceptional resource.

330-374-5657 cskiba@ohioeriecanal.org

AMY SNELL is a Planning Team Leader for the Greater Cleveland Regional Transit Authority where she is responsible for leading and managing projects related to the RTA's Strategic Plan. She began her transportation career with GCRTA in 2012 after graduating from Miami University with a degree in Urban and Regional Planning.

216-771-4144 asnell@gcrta.org

**JACOB VANSICKLE** has served as the executive director of Bike Cleveland since February of 2012. An alumnus of Spring Arbor University where he earned a degree in sociology with a concentration in community development, Jacob is now a passionate Cleveland transplant. Prior to becoming director of Bike Cleveland Jacob was the active living coordinator at Slavic Village Development where he created and implemented programs that got residents connected and active in the community. As part of his work at Slavic Village Development Jacob served as the convener of the leadership team that created Bike Cleveland. As director of Bike Cleveland Jacob works closely with volunteers and members to affect policy, legislation and infrastructure that help make Cleveland's roadways safer and our neighborhoods more vibrant.

216-245-3101 Jacob@bikecleveland.org

#### PRESENTER BIOGRAPHIES, cont'd.

JAY WALLJASPER. A popular speaker, veteran communications strategist, award-winning writer and community consultant, Jay Walljasper gathers stories and practices from around the world that point us toward a better and more enjoyable future.



jay@jaywalljasper.com

MATT ZONE grew up in the Detroit Shoreway neighborhood on Cleveland's near west side and was elected to office in November of 2001. Councilman Zone chairs Cleveland City Council's Safety Committee and is a member of the Development, Planning and Sustainability; Workforce Community Benefits; Finance and Operations Committees. Councilman

Zone also serves as Council's representative on the City of Cleveland's Public Art Committee. Zone's deep experience in strategic planning, land use, public art, and environmental policy with the purpose of creating positive change for Northeast Ohio. Councilman Zone is recognized nationally, regionally and locally as a leader on environmental and arts & cultural issues. Currently, he serves as the First Vice President of the National League of Cities, the nation's oldest and largest organization representing 19,000 cities, towns and villages, serving more than 218 million Americans. Councilman Zone is a graduate of Cleveland State University's College of Urban Affairs and a graduate of St. Edward High School. He and his wife Michelle have a son who is a recent graduate of Kent State University. 216-664-4235 mzone@clevelandcitycouncil.org

e would like to thank our presenters for their participation in the 2016 Conference and for sharing their knowledge, experience and ideas. We encourage you to follow up with them throughout the day or contact them at a later date. Thanks also to our moderators for guiding the sessions.



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#### **CONFERENCE SPONSORS**

**CONFERENCE SPONSORS** 

The Conference planning partners would like to express our gratitude to these organizations for their generous support of the 2016 Greater Cleveland Trails & Greenways Conference. Their contributions are essential to our ability to deliver an innovative program providing state of the art planning, development, and funding techniques, professional development and networking opportunities.











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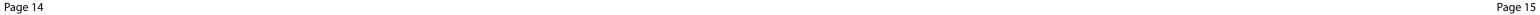






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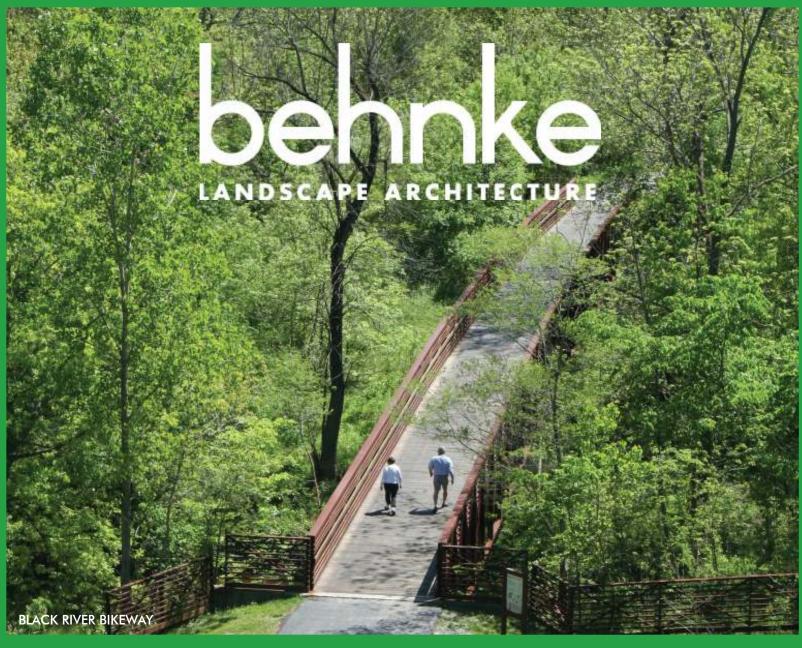
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- •Sediment Beneficial Reuse
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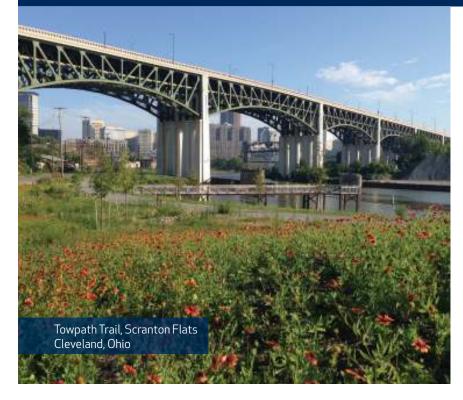


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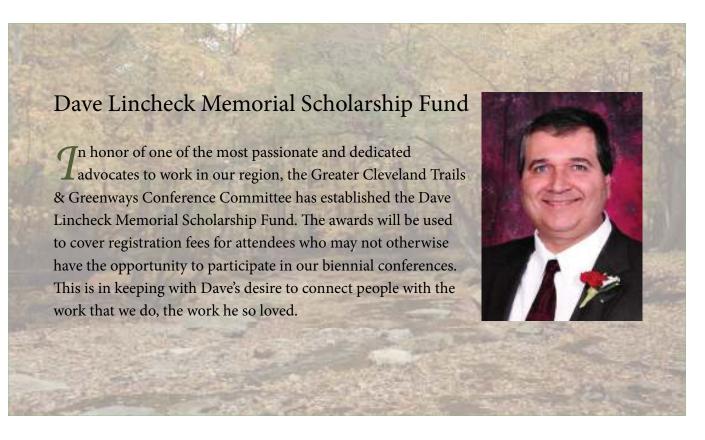






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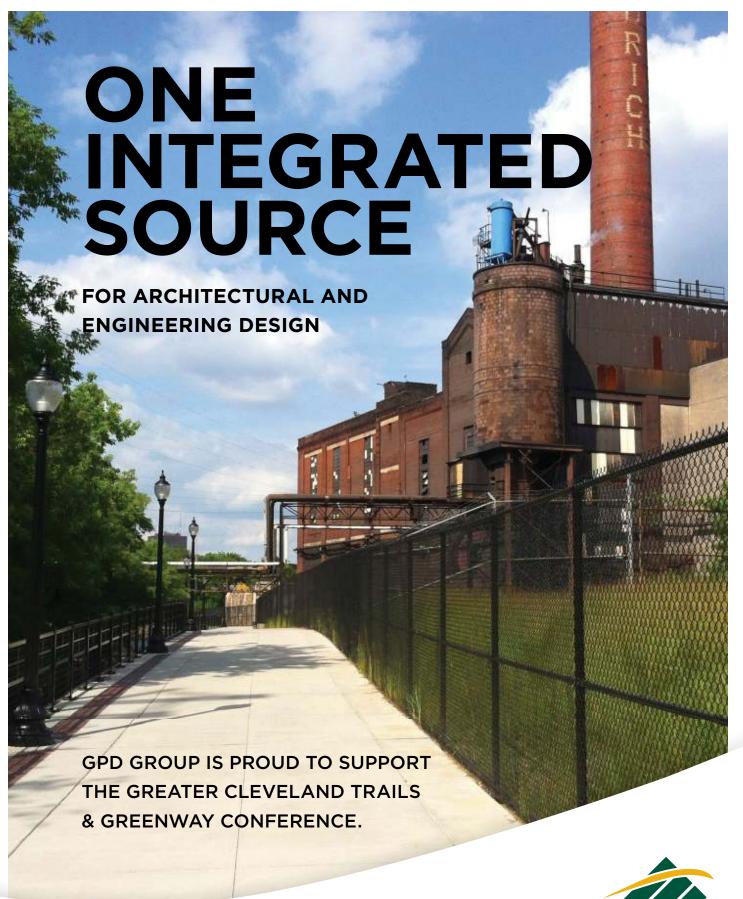


...to enrich the lives of people in Greater Cleveland by conserving natural habitats, restoring ecological value and promoting sustainability of urban lands, and expanding neighborhood opportunities to experience nature.

westcreek.org

Making Nature Your Neighbor

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For more information, contact Dick Clough at cloughcleveland@gmail.com







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- \* Healthy Places offer healthy and affordable housing options, and a variety of safe, comfortable, and convenient transportation choices
- Healthy Places provide access to healthy foods, the natural environment, and other amenities that allow people to reach their full potential.
- Healthy Places are designed thoughtfully, with an eye to making the healthy choice the easy choice, and are built using health-promoting materials.
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GCT&G Conference when you follow up with an exhibitor.

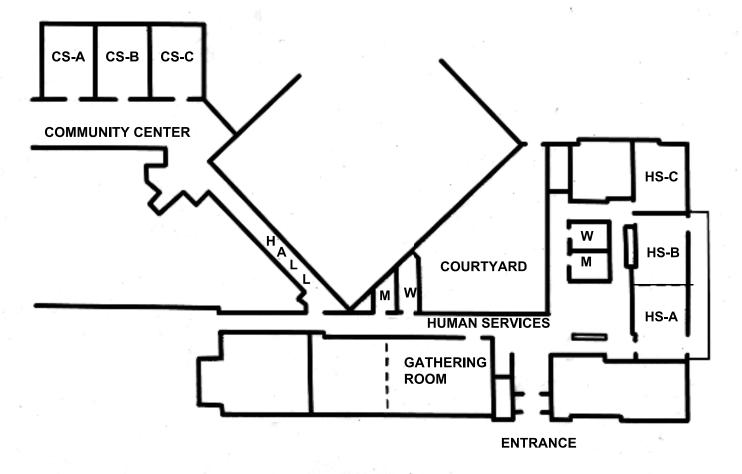
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Room Locations



/ le thank our exhibitors and hope that you will visit with them during the day. For your convenience,

contact information will be available online at GCTrails.org after the conference. Please mention the

**PARKING** 



#### **GREENWAYS & TRAILS**

- \* Encourage physical fitness and healthy lifestyles
- \* Facilitate non-motorized transportation and walkable communities by providing safe, alternative access between neighborhoods, parks, schools, shopping, and employment centers
- \* Preserve and provide access to culturally & historically valuable areas
- \* Conserve and create open spaces and wildlife habitat



- \* Protect and enhance stream corridors and other natural areas that help mitigate stormwater impacts
- \* Educate young and old alike about the value and importance of the natural environment
- \* Strengthen local economies, increase property values and provide amenities which help attract homeowners and businesses
- \* Make communities better places to live

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