



## Message from the President

Welcome to NOCCA 2007. NOCCA was founded eighteen years ago as an organization dedicated to the preservation of the values and integrity of local government. The efforts of the organization have been mainly to provide local Councils communication and educational opportunities through forums and seminars. Today with regionalism on the horizon and home rule subject to attack, there is also a need for this organization to provide a strong voice for Councils, the local legislatures. This strong voice will ensure that the concerns of councils across Northeast Ohio are both heard and taken into consideration regarding the discussion of and solutions for the major issues facing the area. To begin developing that voice the NOCCA forums in 2007 will provide members an opportunity to learn, question and express opinions on a range of topics. The spring forum will present sustainable communities, a workable answer to complying with the EPA mandates for storm water management regionally and locally. The early fall forum will be on development and will feature Lieutenant Governor, Lee Fisher, who will speak on the state's role in development and with local governments. The topics of the other two forums are still under discussion. The board welcomes suggestions for forum topics, seminars, or specific ideas as to how NOCCA should express itself as a voice for its member councils. Members need only contact myself or any other board member listed in this newsletter about their suggestions, recommendations or ideas.

In addition to the duties of officers, your NOCCA Board has six standing committees. For 2007 I have made the following appointments:

- a. Membership Committee: J Cody, K Gambatese, A Foster
- b. Website: D Love, J Wilson
- c. Public Relations Committee: M Zone, J Cody, S Alai
- d. Municipal Topics (Newsletter-Municipal Corner)/Community Networking: D Saunders, F Gauthier
- e. Newsletter, Flyers, Other Publications: D Love, K Gambatese, R Nelson, M Zone
- f. Nominating Committee Liaisons (for 2008 Board): S Alai, J Cody

I look forward to seeing each of you at the spring forum on March 29<sup>th</sup>.

**STEVEN D. BENNETT**  
President, N.O.C.C.A., Inc.  
Councilman-at-Large  
City of University Heights

## PLAN TO ATTEND THE SPRING FORUM

**THURSDAY,**  
March 29, 2007

**Corporate College East**  
**4400 Richmond Road**  
**Warrensville Heights 44128**  
**216-987-2800**

**“Sustainability: Best  
Practices for  
Municipalities”**

### GUEST SPEAKERS:

**DAVID BEACH**, EcoCity Cleveland  
Founder and Director

**ANDREW WATTERSON**, City of  
Cleveland Sustainability Programs Manager

**MANDY METCALF**, Cleveland EcoVillage  
Project Director

Registration	6:30 pm
Light Refreshments/Meet & Greet	6:30 pm
Program	7:00 pm
Questions & Answers	8:00 pm

**MEMBERS & INVITED CITY EMPLOYEES  
WHO RSVP BEFORE THE DEADLINE ARE  
FREE!**

There is a \$10 cost for Non-Members.  
Please make your reservations by  
Monday, March 26, 2007  
to Kathryn Gambatese  
Phone: 216.481.1685  
or Email: kgambatese@aol.com

Failure to cancel a registration 24 hours prior to  
the event will result in billing of members, guests  
and non-members.

## SUSTAINABILITY: BEST PRACTICES FOR MUNICIPALITIES

Sustainability is helping the Federal, State and Local Governments rethink how we do business. To learn more about some of these exciting programs that will save your local government money by optimizing operations, fleets, and facilities as well as reducing our region's ecological footprint, please join **NOCCA on March 29<sup>th</sup>** to hear from and ask questions of **David Beach**, **Andrew Watterson** and **Mandy Metcalf**, who are leaders in this movement. Your city will learn by example through the effective implementation of programs and policies outlined in this presentation. Topics include: hybrid vehicles, anti idling, high performance buildings, storm water management, recycling and local gardening.

**David Beach** is the founder and director of EcoCity Cleveland. He has built the organization into a respected center of thought and practice about sustainability and the design of cities in balance with nature. Founded as a nonprofit organization in 1992, EcoCity Cleveland works in city neighborhoods to promote environmentally-friendly redevelopment that improves quality of life and economic competitiveness. It works in the countryside to promote sensitive development that preserves open space and the ecological integrity of the landscape. And, balancing city and country, EcoCity works to shape regional plans for land use and transportation. David Beach has been writing and speaking about the environment, neighborhood development, and regional planning issues for more than 20 years. He has deep roots in Northeast Ohio - his family has lived here for six generations. He is a graduate of Harvard University.

**Andrew Watterson** is the Sustainability Programs Manager for the City of Cleveland. Andrew has been working in this position since May 2005 and advises the City on projects related to energy, buildings, fleet and purchasing. The City of Cleveland's Sustainability Program goals are: to save the City of Cleveland money while reducing its ecological footprint; to use sustainability principles as a tool for economic development; and, to introduce sustainability principles to City employees through education. The City of Cleveland Sustainability Program has been successful at saving money and reducing the City's ecological footprint with new policies in energy, fleet and facility management.

Prior to working at the City of Cleveland, Andrew worked in real estate development, focusing on historic restoration and green building. Previous projects include the Van Roy Coffee Building (Cleveland, OH) and the Cleveland Environmental Center. Both of these projects are listed on the National Registry of Historic Places and implemented green building techniques throughout the renovation process.

## WINTER FORUM 2007 ...MAYOR FRANK JACKSON & REGIONALIZATION

An excellent turnout of NOCCA members and guests was greeted by the sounds of the Cleveland Municipal School District All Jazz Band upon arriving at the City Club of Cleveland for our Annual Dinner and a message from Mayor Frank G. Jackson. Councilman and Vice President of NOCCA, Matt Zone, noted that the 56th Mayor of Cleveland is a Viet Nam War Veteran, a graduate of Cleveland Municipal School District, of Cuyahoga College, and holds his BA, MA, and a doctorate in law, all from Cleveland State University. In Matt's words, "this guy is all Cleveland, he has spent his entire life in the city of Cleveland.....there isn't a person more passionate about Cleveland.....uh, well, maybe Fannie Lewis..." During his council tenure he led a renaissance of the Central neighborhood with over a half a billion dollars of new investment under his leadership. As council president he championed the issue of predatory lending which is affecting all of our communities, particularly at the State level. As Mayor he has been the strongest voice on regionalism by instituting things like revenue sharing with Independence and Shaker Heights.

Mayor Jackson began by saying that having been a councilman wherever you go, once a councilman always a councilman, you look at the world from those glasses. You see problem solving from the same point of view because its always grassroots, he looks at NOCCA as colleagues in this venture of public service. The past year as he focused on making Cleveland a great city again he has reached out to the suburbs to ask how can we together help to make this a great region. The city and the region can no longer do business as usual and expect a different outcome. To be successful we must strengthen our public/private partnership and we must have a regional cooperation that will allow us to compete in the future.

**The three main areas of focus that Cleveland has are: educational excellence, building a regional economy, and reforming government operations.**

No matter where a child goes to school they deserve and need an excellent education to compete for jobs and have a career path to the future. A new plan is in place that will reform the Cleveland school system and even includes a parent academy. It has specific goals to fit the needs of the child rather than trying to fit a child into a system that is not working. As a region we face the same problems and we must resolve how to fund education. When manufacturing was strong some people didn't need an education to get a job, but today, it is about what you know. We must achieve school districts of choice that draw people to them. Good schools will generate economic based growth and see the demand for goods and services and housing grow in a way that will make the economy much stronger.

But in order for us to survive in today's economy we must be able to compete on a national and international basis. We can no longer afford to steal from each other. The Mayor's main principal on a regional economy is that companies should be able to locate wherever it is in their best business interests to locate. Companies should be looking to locate where their

*Continued next column*

markets are, where the labor force is, and where they have access to transportation. They should NOT locate solely based on incentives provided by municipalities. We need to create regional incentive packages to level the playing field and that allow companies to move across boundaries without harm to the city it moves from. We need to look at revenue sharing.

Then we need to look at how to reduce the cost of operations. How do we work together to share cost? By entering consortiums to purchase goods and services. Cleveland would like to expand the ability to share the costs of uncontrollable variables to government, such as health care or fuel, by entering cooperative agreements. The example was given of the proposal to use the asset of the Cleveland water system by having agreements with the municipalities served by it. If they enter into an economic development agreement based on common incentive/revenue sharing, and begin to have a discussion around cost sharing, how can Cleveland assist them by owning and maintaining, and replacing their waterlines and reducing capital expenses for them.

To reform government operations successfully Cleveland is working to improve its bottom line, which is also ours, that is the delivery of services. An example is creating efficiency in several areas by working across department lines to offer more and better service without spending anymore money. An initiative, Clean Cleveland, is a coordinated service delivery system which shares personnel and resources to implement better, cleaner, neighborhoods. Operation efficiency is being created by focusing on four service area departments by establishing performance measures for each division and for all employees.

Collective bargaining contracts are also being looked at to promote efficiencies. Consistent labor costs for three to four years allows better budget management.

We must have a plan, a vision to work together. He restated that we cannot afford business as usual. The world has changed and we must change with it without giving up our principals. We need to stabilize our region and become attractive to new businesses so we can compete with other regions and in the world today. We all face the same problems: our citizens are demanding more from us, and our resources are limited.

The Q & A was energetic and Mayor Jackson made two significant statements in response. We are NOT ready for regional government. We ARE ready for regional economy, we ARE ready for cost sharing, we ARE ready for a regional approach to education. Timing is everything, and the time is now. As elected officials we will be measured by what we do and in the end we will be measured by whether or not we have improved the life of the least of us.

*Submitted by  
Kathryn Gambatese  
Councilwoman, Richmond Heights*

## SUSTAINABILITY: BEST PRACTICES FOR MUNICIPALITIES

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**Mandy Metcalf**, AICP, LEED AP, has served as the Cleveland EcoVillage project director for EcoCity Cleveland and Detroit Shoreway Community Development Organization since 2004. Prior to joining EcoCity Cleveland, Mandy was employed at the Kent State Urban Design Center. Mandy has also worked as a planner for Sanford-Lee County Community Development. She received a Masters of Regional Planning from the University of North Carolina and a B.S. in Environmental Resource Management from the Pennsylvania State University.

*Submitted by  
Matthew Zone  
Councilman, Cleveland*

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