

Green Umbrella 2017 Progress Report

Highlights of Regional Environmental Sustainability Accomplishments

Top 10 Regional Sustainability Recognition:

Nation's #1 Metro Area for Sustainability - Site Selection Magazine

Top 10 Parkscore® - The Trust for Public Land (also recognized by Center for City Park Excellence and Next City)

City with Greatest Increase in Job Accessibility by Transit - Access Across America, The Accessibility Observatory at the University of Minnesota

2017 Best Cities for a Green Career (#2) - Good Call

The Best Cities for Foodies (#5) - SmartAsset.com

One of the Hottest Emerging Cities in the U.S. - Travel & Leisure



116,000 acres of protected greenspace in our region

***2020 Goal exceeded early!* Original Goal: Increase protected greenspace acreage by 8% in 8-county region**

***New goal exceeded early!* Goal: Increase protected greenspace by an additional 8,000 acres in 10-county region by 2020**



Points of consumption for local fruits/vegetables quadrupled since 2010

Points of production increased by 82% since 2010

39% of farmers' markets accept assistance for low-income shoppers; 27% of farmers' markets are year-round



10% reduction in residential energy consumption (kBtu per capita) since 2011

Over 14 megawatts of renewable energy capacity installed since 2011



Over 2 million visits to outdoor venues in 2017

***2020 Goal exceeded early!* Original Goal: Increase participation in outdoor activities, events and venues by 15%**

***New goal exceeded early!* Goal: Increase above by 25% by 2020**



60% increase in number of people commuting via rideshare since 2013

19% increase in miles of regional trails since 2009



9% reduction in tons landfilled since 2009

9% reduction in tons landfilled per capita (average lbs/per person/per day) since 2009



25% increase in number of water quality monitoring volunteers since 2012

9% increase in number of water clean-up volunteers since 2012

GREENSPACE											BY 2020: Increase the amount of protected greenspace by 8,000 additional acres.				
Action Team Chairs															
Jason Brownknight, Brownknight EcoResource, LLC - jason@brownknighteco.com Bret Henninger, Great Parks of Hamilton County - bhenninger@greatparks.org															
Measuring progress: We see an increase in acreage of protected greenspace. (Original goal: 8% increase in 8-county region)	2013		2016							18%					
	(baseline)		(actual)		<i>Goal exceeded early!</i>										
	76,626		90,550												
Measuring progress: We see an increase in acreage of protected greenspace. (New increased goal: 8k acres in 4 years in 10-county region)			2016		2017						14K				
			(baseline)		(actual)		<i>Goal exceeded early!</i>								
			101,580		116,000										
LOCAL FOOD											BY 2020: Double the production and consumption of fruits and vegetables grown within our region.				
Action Team Chair															
Ruth Ann Carpenter, MS, RDN - ruthann@healthintegrationllc.com															
Measuring progress: We see an increase in points of production for local fruits/vegetables (farms with produce, urban agriculture sites, community gardens).	2010	2012	2013	2014	2015	2016	2017	2018	2019	2020	82%				
	(baseline)	(actual)	(actual)	(actual)	(actual)	(actual)	(actual)	(goal)	(goal)	(goal)					
	76	71	80	85	101	104	138	145	150	152					
Measuring progress: We see an increase in points of consumption for local fruits/vegetables (farmers' markets, CSAs, restaurants, artisans, wineries).											4X				
	45		111		86		97		126			<i>Goal exceeded early!</i>			
Measuring progress: We see an increase in annual food hub sales.			2013		2014		2015		2016		2017	2018	2019	2020	586%
			(baseline)		(actual)		(actual)		(actual)		(as of 10/31)	(goal)	(goal)	(goal)	
			\$112,990		\$225,210		\$300,230		\$720,000		\$775,000	\$856,800	\$1,072,800	\$1,188,000	
ENERGY											BY 2020: Reduce energy consumption in the built environment by 15%.				
BY 2020: Double the local renewable energy capacity installed annually.															
Action Team Chairs															
Jeremy Faust, Fifth Third - faustDC@gmail.com Beth Robeson, Robeson Marketing - beth@robesonmarketing.com															
Measuring progress: We see a decrease in kBTU per capita (residents).	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	-10%				
	(baseline)	(actual)	(actual)	(actual)	(actual)	(actual)	(actual)	(goal)	(goal)	(goal)					
	31,671	30,939	31,436	31,937	30,125	29,155	28,512	27,981	27,451	26,920					
Measuring progress: We see a decrease in kBTU per \$1,000 GDP (commercial).			2013		2014		2015		2016		2017	2018	2019	2020	-6%
			(baseline)		(actual)		(actual)		(actual)		(actual)	(goal)	(goal)	(goal)	
			481		491		470		456		450	436	421	409	
Measuring progress: We see an increase in cumulative renewable energy capacity installed (in megawatts).	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	14K				
	(baseline)	(actual)	(actual)	(actual)	(actual)	(actual)	(as of 11/6)	(goal)	(goal)	(goal)					
	3.163	9.290	11.407	12.364	13.008	13.713	14.247	15.315	17.451	21.723					

Progress Report Definitions:

Baseline: Starting year data from which measurable goal was calculated

Actual: Actual number from data sources

Goal: Projected number for future year, in order to reach 2020 goal

	Most recent year reported
	On track to reach or exceed 2020 goal
	Progressing toward 2020 goal, but not on pace to meet or exceed

OUTDOOR		BY 2020: Increase participation in recreational and educational activities, events and venues that get people outdoors into nature by 25%.										
Action Team Chairs		Chris Clements, Imago - cclements@imagoearth.org Owen Nyswonger, REI - onyswon@rei.com										
Measuring progress: We see an increase in participation in outdoor organizations and their activities based on our "Top 5" measured organizations.		2011 (baseline)	2012 (actual)	2013 (actual)	2014 (actual)	2015 (actual)	2016 (actual)	2017 (projected year-end)	2018 (goal)	2019 (goal)	2020 (goal)	32%
		1,664,103	1,825,603	1,949,267	1,959,954	1,962,883	2,015,319	2,196,632	Goal exceeded early!			
TRANSPORTATION		BY 2020: Reduce the consumption of gasoline and diesel as motor fuels by 20%.										
Action Team Chair		Travis Miller, OKI - tmiller@oki.org										
Measuring progress: We see a decrease in the annual gallons of gasoline and diesel fuel sold in the tri-state region (in thousands).		2010 (baseline)	2012 (actual)	2013 (actual)	2014 (actual)	2015 (actual)	2016 (actual)	2017 (goal)	2018 (goal)	2019 (goal)	2020 (goal)	60%
		632,557	612,458	607,265	622,014	686,759	297,946*	612,000	575,000	538,000	506,047	
Measuring progress: We see an increase in number of passenger miles traveled through public transits (in thousands).		107,495	111,094	106,086	114,329	122,459	109,918					2%
Measuring progress: We see an increase in the number of people commuting via carpool.		1,866	2,241	2,406	2,589	2,765	2,984					60%
Measuring progress: We see an increase in the number of miles of regional trails (paved trails and bike lanes).		2009 (baseline)	2012 (actual)	2013 (actual)	2014 (actual)	2015 (actual)	2016 (actual)	2017 (as of 11/21)				19%
		341	371	377	385	392	395	405				
* The 2016 figures reported are more reflective of significant changes in methodology by state departments of taxation and revenue, rather than an actual decrease in consumption. The Team will continue to investigate data and seek to uncover how regional progress relates to national trends on motor fuel consumption.												
WASTE REDUCTION		BY 2020: 33% reduction of waste going to landfills.										
Action Team Chairs		Lauren Campbell-Kong, Brainbox - lcampsoup@gmail.com Jenny Lohmann, Hamilton County Recycling and Solid Waste District - Jenny.Lohmann@hamilton-co.org										
Measuring progress: We see a decrease in tons landfilled.		2009 (baseline)	2012 (actual)	2013 (actual)	2014 (actual)	2015 (actual)	2016 (actual)	2017 (goal)	2018 (goal)	2019 (goal)	2020 (goal)	-9%
		2,128,333	1,852,629	1,871,994	1,936,041	1,932,865	1,946,169	1,816,123	1,686,076	1,556,030	1,425,983	
Measuring progress: We see a decrease in tons landfilled per capita (in lbs/person/day).		5.78	5.08	5.1	5.27	5.22	5.24					-9%
WATERSHED		BY 2020: Protect, enhance and celebrate all streams, rivers and other water resources by making a measurable improvement in 75% of watersheds in the region.										
Action Team Chairs		Emily Imhoff, Cincinnati Museum Center - eimhoffgu@gmail.com Matt Wooten, SD1 - mwooten@sd1.org										
Measuring progress: We maintain and when feasible, increase the number of water quality monitoring volunteers.		2012 (baseline)	2013 (actual)	2014 (actual)	2015 (actual)	2016 (actual)						25%
		202	259	230	242	252						
Measuring progress: We maintain and when feasible, increase the number of water quality monitoring sites.		2012 (actual)	2013 (actual)	2014 (actual)	2015 (actual)	2016 (actual)						18%
		310	351	355	366	366						
Measuring progress: We see an increase in the # of clean-up volunteers.		2013 (actual)	2014 (actual)	2015 (actual)	2016 (actual)							9%
		4,860	5,705	5,135	5,289							