

# Green Umbrella 2018 Progress Report

## Highlights of Regional Environmental Sustainability Accomplishments



### Top 10 Regional Sustainability Recognition:

Nation's #1 Metro Area for Sustainability - Site Selection Magazine  
 #7 Urban Parkscore® - The Trust for Public Land (also recognized by Center for City Park Excellence and Next City)  
 Bloomberg American Climate Cities Challenge Recipient (1 of 20 cities)  
 Greenest Cities in America, Wallet Hub: #29 Overall, #8 for Environmental Quality  
 The Best Cities for Foodies (#5), #7 CSAs and Farmers Markets per 100K - SmartAsset.com  
 Most Environmentally Friendly Cities in the US, The Insider: #23



**118,000 acres of protected greenspace in our region**  
*2020 Goal exceeded early!* Original Goal: Increase protected greenspace acreage by 8% in 8-county region



**Points of consumption for local fruits/vegetables quadrupled since 2010**  
**Points of production increased by 184% since 2010**  
**43% of farmers' markets accept assistance for low-income shoppers; 30% of farmers' markets are year-round**



**5% reduction in residential energy consumption (kBtu per capita) since 2011**  
**18 megawatts of renewable energy capacity installed since 2011**



**Over 2.3 million visits to outdoor venues in 2018**  
*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



**65% increase in number of people commuting via rideshare since 2013**  
**28% increase in miles of regional trails since 2009**



**25% reduction in tons landfilled since 2009**  
**2% reduction in tons landfilled per capita (average lbs/per person/per day) since 2009**



**31% increase in number of water quality monitoring volunteers since 2012**  
**21% increase in number of water quality monitoring sites since 2012**  
**58% of Green Umbrella watersheds at full attainment or have improved in Ohio (Aquatic Life Use)**

### 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

<b>GREENSPACE</b>		<b>BY 2020: Increase the amount of protected greenspace by 8,000 additional acres.</b>										
<b>Action Team Chairs</b>		Cory Christopher, Cincinnati Nature Center - cchristopher@cincynature.org Andy Dickerson, Cardinal Land Conservancy - andy@cardinallandconservancy.org										
<b>Measuring progress:</b> We see an increase in acreage of protected greenspace. (Original goal: 8% increase in 8-county region)		<b>2013</b>	<b>2016</b>								<b>18%</b>	
		(baseline)	(actual)	<i>Goal exceeded early!</i>								
		76,626	90,550									
<b>Measuring progress:</b> We see an increase in acreage of protected greenspace. (New increased goal: 8k acres in 4 years in 10-county region)			<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>				<b>2.2K</b>	
			(baseline)	(updated baseline)	(actual)	(goal)	(goal)					
			101,580	116,000	118,192	121,000	124,000					
<b>LOCAL FOOD</b>		<b>BY 2020: Double the production and consumption of fruits and vegetables grown within our region.</b>										
<b>Action Team Leadership Liason</b>		Ruth Ann Carpenter, MS, RDN - ruthann@healthintegrationllc.com										
<b>Measuring progress:</b> We see an increase in points of production for local fruits/vegetables (farms with produce, urban agriculture sites, community gardens).		<b>2010</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>184%</b>
		(baseline)	(actual)	(actual)	(actual)	(actual)	(actual)	(actual)	(actual)	(goal)	(goal)	
		76	71	80	85	101	104	138	216	150	152	
<b>Measuring progress:</b> We see an increase in points of consumption for local fruits/vegetables (farmers' markets, CSAs, restaurants, artisans, wineries).		45	111	86	97	126	123	189	203			<b>351%</b>
<b>Measuring progress:</b> We see an increase in annual food hub sales.			<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>918%</b>	
			(baseline)	(actual)	(actual)	(actual)	(as of 10/31)	(actual)	(goal)	(goal)		
			\$112,990	\$225,210	\$300,230	\$720,000	\$775,000	\$1,150,404	\$1,072,800	\$1,188,000		
<b>ENERGY</b>		<b>BY 2020: Reduce energy consumption in the built environment by 15%. BY 2020: Double the local renewable energy capacity installed annually.</b>										
<b>Action Team Leadership Liason</b>		Tremaine Phillips, Green Umbrella - tremaine@greenumbrella.org										
<b>Measuring progress:</b> We see a decrease in kBtu per capita (residents).		<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>-5%</b>
		(baseline)	(actual)	(actual)	(actual)	(actual)	(actual)	(actual)	(actual)	(goal)	(goal)	
		31,671	30,939	31,436	31,937	30,125	29,155	28,512	30,148	27,451	26,920	
<b>Measuring progress:</b> We see a decrease in kBtu per \$1,000 GDP (commercial).			<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>-4%</b>	
			(baseline)	(actual)	(actual)	(actual)	(actual)	(actual)	(goal)	(goal)		
			481	491	470	456	465	461	445	409		
<b>Measuring progress:</b> We see an increase in cumulative renewable energy capacity installed (in megawatts).		<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>18MW</b>
		(baseline)	(actual)	(actual)	(actual)	(actual)	(actual)	(as of 11/6)	(actual)	(goal)	(goal)	
		3.163	9.290	11.407	12.364	13.008	13.713	14.247	21.317	23.453	27.725	
<b>OUTDOOR</b>		<b>BY 2020: Increase participation in recreational and educational activities, events and venues that get people outdoors into nature by 25%.</b>										
<b>Action Team Chairs</b>		Chris Clements, Imago - cclements@imagoearth.org Owen Nyswonger, REI - onyswon@rei.com										
<b>Measuring progress:</b> We see an increase in participation in outdoor organizations and their activities based on our "Top 5" measured organizations.		<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>40%</b>
		(baseline)	(actual)	(actual)	(actual)	(actual)	(actual)	(projected year-end)	(projected year-end)	(goal)	(goal)	
		1,664,103	1,825,603	1,949,267	1,959,954	1,962,883	2,015,319	2,196,632	2,335,694	Goal exceeded early!		

<b>TRANSPORTATION</b>											<b>BY 2020: Reduce the consumption of gasoline and diesel as motor fuels by 20%.</b>
<b>Action Team Chairs</b>											Frank Busofsky, TANK - fbusofsky@tankbus.org Travis Miller, OKI - tmiller@oki.org
<b>Measuring progress:</b> We see a decrease in the annual gallons of gasoline and diesel fuel sold in the tri-state region (in thousands).	<b>2010</b> (baseline)	<b>2012</b> (actual)	<b>2013</b> (actual)	<b>2014</b> (actual)	<b>2015</b> (actual)	<b>2016</b> (actual)	<b>2017</b> (actual)	<b>2018</b> (goal)	<b>2019</b> (goal)	<b>2020</b> (goal)	
	632,557	612,458	607,265	622,014	686,759	297,946*	343,725*	575,000	538,000	506,047	
<b>Measuring progress:</b> We see an increase in number of passenger miles traveled through public transit (in thousands).	107,495	111,094	106,086	114,329	122,459	109,918	104,482				<b>-3%</b>
<b>Measuring progress:</b> We see an increase in the number of people commuting via carpool.	1,866	2,241	2,406	2,589	2,765	2,984	3,084				<b>65%</b>
<b>Measuring progress:</b> We see an increase in the number of miles of regional trails (paved trails and bike lanes).	<b>2009</b> (baseline)	<b>2012</b> (actual)	<b>2013</b> (actual)	<b>2014</b> (actual)	<b>2015</b> (actual)	<b>2016</b> (actual)	<b>2017</b> (actual)	<b>2018</b> (actual)			<b>28%</b>
	341	371	377	385	392	395	405	438			
<i>* The 2016 and 2017 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.</i>											
<b>WASTE REDUCTION</b>											<b>BY 2020: 33% reduction of waste going to landfills.</b>
<b>Action Team Chairs</b>											Erin Mullen, Cintas - mullene2@cintas.com Jenny Lohmann, Hamilton County Recycling and Solid Waste District - Jenny.Lohmann@hamilton-co.org
<b>Measuring progress:</b> We see a decrease in tons landfilled.	<b>2009</b> (baseline)	<b>2012</b> (actual)	<b>2013</b> (actual)	<b>2014</b> (actual)	<b>2015</b> (actual)	<b>2016</b> (actual)	<b>2017</b> (actual)	<b>2018</b> (goal)	<b>2019</b> (goal)	<b>2020</b> (goal)	<b>-25%</b>
	2,128,333	1,852,629	1,871,994	1,936,041	1,932,865	1,946,169	1,596,873	1,539,910	1,482,946	1,425,983	
<b>Measuring progress:</b> 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	5.69				<b>-2%</b>
<b>WATERSHED</b>											<b>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.</b>
<b>Action Team Chairs</b>											Emily Imhoff, Cincinnati Museum Center - eimhoffgu@gmail.com Matt Wooten, SD1 - mwooten@sd1.org
<b>Measuring progress:</b> We maintain and when feasible, increase the number of water quality monitoring volunteers.	<b>2012</b> (baseline)	<b>2013</b> (actual)	<b>2014</b> (actual)	<b>2015</b> (actual)	<b>2016</b> (actual)		<b>2018</b> (actual)	<b>2019</b> (goal)	<b>2020</b> (goal)		<b>37%</b>
	202	259	230	242	252		276				
<b>Measuring progress:</b> We maintain and when feasible, increase the number of water quality monitoring sites.	<b>2012</b> (actual)	<b>2013</b> (actual)	<b>2014</b> (actual)	<b>2015</b> (actual)	<b>2016</b> (actual)		<b>2018</b> (actual)				<b>21%</b>
	310	351	355	366	366		374				
<b>Measuring progress:</b> We see an increase in the # of clean-up volunteers.	<b>2013</b> (actual)	<b>2014</b> (actual)		<b>2015</b> (actual)	<b>2016</b> (actual)		<b>2018</b> (actual)				<b>-42%</b>
	4,860	5,705		5,135	5,289		2840				
<b>Measuring progress:</b> Percentage of Green Umbrella watersheds at full attainment or have improved in Ohio (Aquatic Life Use).	<b>2010</b> baseline						<b>2018</b>				
							58%				

To learn more or to become a member, please visit [www.greenumbrella.org](http://www.greenumbrella.org)