



**CITY OF CLEVELAND**  
Mayor Frank G. Jackson

**Supporting the Urban Core of America**  
**Mayor Frank G. Jackson**  
**March 3, 2008**

- Good afternoon.
- Thank you Ms. Bickerstaff for the introduction and to all of you for being here today.
- Today, I will outline for you're my vision for the City of Cleveland and why investment in the urban core of America is key to making that vision real.
- In *Making Cleveland a City of Choice: A Strategy for Development and Revitalization in Cleveland*, I outlined a vision for the City of Cleveland in the year 2020.
- Using this plan, I am rebuilding Cleveland
- I am investing considerable resources in changing the way we do business so that the City of Cleveland will be better off as a result of what we do. This is the guiding principle of my Administration.
  - Five year budgeting
  - Operations efficiency
  - Five year capital improvement plan
  - Pavement management study
  - Facilities assessment
- And I am working to rebuild Cleveland in a sustainable way - a community that meets the needs of the present without compromising the future.
- However, Cleveland, like urban centers throughout the country, are facing challenges left behind from development that did not consider the future.
- Like I've said before, however, Cleveland can't fix this problem alone.
- Like urban cores throughout the United States, Cleveland needs to be the focus of sustainable federal policy and investment.
- Urban populations, industries, and assets drive local, regional, and national economies.

- At the same time, local urban governments bear the burden of providing for large populations that have been historically disadvantaged economically, socially and educationally.
- Yet, for the last seven years, there has been a disinvestment by the federal government in the nation's urban core.
- Disinvestment has undercut Cleveland's ability to:
  - Provide high quality service,
  - Encourage private development,
  - Fight urban sprawl; and,
  - Improve the quality of life of their residents through increased public safety, education, and health.
- That is why I've developed an urban agenda.
- The next President of the United States must implement policies and invest dollars in urban areas.
- Investing in urban cores will
  - Stabilize population centers;
  - Increase economic opportunities;
  - Reduce urban sprawl;
  - Empower urban residents; and,
  - Improve quality of life.
- While a \$168 billion economic stimulus package has been approved by Congress, its benefits are designed for a short-term boost to the economy.
- The agenda I have outlined is designed for sustained economic growth in American cities.
- The following agenda, with a price tag of \$120.25 billion per year for five years, focuses on the following areas:
  - Community and Economic Development
  - Short-term assistance to help cities offset the costs of the national foreclosure crisis;
  - Sustainability and advanced energy resources designed to reduce costs, promote responsible development, protect the environment and help consumers
  - Investments in urban infrastructure, including: existing roads and bridges, a renewed emphasis on mass transit and commuter rail, and public utilities;

- Restore COPS funding, increase funding for interoperability and direct Homeland Security dollars to local governments, rather than the states; and,
- Increased funding for public health
- A federal education policy that directs resources to closing the achievement gap in urban centers;
- First, I'll start with Community and Economic Development
  - The City of Cleveland and other urban centers throughout the country rely on Community Development Block Grants and the HOME Investment Partnerships Program to fund services and programs that provide
    - Decent housing
    - Suitable living environments and
    - Increase economic opportunities for residents and local businesses.
  - Yet, in the last eight years, the CDGB funding Cleveland has received has been reduced by more than 23 percent.
  - HOME funding has been reduced more than 31.5 percent.
  - Community development block grants allow the City of Cleveland to partner with local organizations and residents to revitalize our neighborhoods and business districts while providing much needed services where they are needed most.
  - For Cleveland, and all large urban cities, to provide high quality services to their residents, attract new business and jobs, and therefore help stimulate the nation's economy, CDBG and HOME funding must be restored to the funding levels maintained during the 1990s.
  - This would be approximately a 25 percent increase per year for the next five years.
  - With increased funding, Cuyahoga County would receive approximately \$50 million for block grant and \$20 million for HOME programs.
  - Next, Cleveland is working to recover from the foreclosure crisis.
  - The City of Cleveland itself has been a victim of the crisis
  - With an increase in foreclosures, comes an increase in vacant and abandoned properties and in absentee property owners.
  - Cities, like Cleveland, are faced with the enormous cost of maintaining these properties.

- During 2007, the City of Cleveland demolished nearly 1,000 abandoned properties, a more than 400% increase over the number demolished in 2006.
  - Vacant and abandoned property clean up increased nearly 78% in two years, from 27,000 visits in 2005 to 48,000 visits in 2007.
  - Vacant and abandoned properties also present increased fire risk and can become havens for criminals, which increases the cost of providing public safety to our neighborhoods.
  - Beyond these service-related costs, the City of Cleveland is still working to counsel and educate residents on foreclosure and predatory lending to prevent foreclosures and has provided funding to local non-profits through block grants to assist residents in refinancing their loans.
  - Over the last five years, the City of Cleveland has allocated more than \$1.9 million to anti-predatory lending services to Cleveland residents.
  - Because of such tremendous costs, the City of Cleveland is urging the creation of a new five-year federal block grant fund to enable cities to recover from the subprime lending and foreclosure crisis.
  - This new program would give targeted local governments whose cities are experiencing the highest foreclosure rates the ability to recover the expenses caused by the crisis.
  - Under this new program, Cuyahoga County could expect to receive approximately \$65 million per year for five years to help Cities pay for the cost of clean up, provide safety and security in our neighborhoods and continue counseling homeowners.
- The third item is the need for investment in Sustainability and advanced energy resources.
  - As Mayor, I moved the City from a year-to-year mentality to one that thinks five years out and beyond.
  - This approach is a practical one.
  - We are continuing to find ways to provide more and better service with fewer resources.
  - High quality service leads to high quality neighborhoods, which in turn attract and retain residents and businesses, solidifying our economic base and ensuring our ability to provide services in the future.
  - Cleveland's economic development efforts are also focused on sustainable development.
  - As a large urban core with an industrial past, Cleveland has numerous brownfields that will need to be cleaned before new development can take place.

- I have created a commercial and industrial landbank that will help move these properties into productive re-use.
- Global demands for resources are dictating the need for sustainable development.
- With direct access to Lake Erie, Cleveland has the natural resources and infrastructure to position itself as a leader in advanced manufacturing, renewable energy, and green building.
- These are the economic growth sectors of the future.
- By becoming competitive in these areas, Cleveland will be able to connect residents with jobs and local businesses with opportunities for growth.
  - The City has developed an Advanced Energy Portfolio Standard (AEPS) to help support the local advanced energy economy and drive Cleveland Public Power to cleaner energy sources.
  - The City is also participating in an offshore wind turbine study and wind power assessment for developing wind power in Cleveland.
- In order to maximize these efforts, federal renewable energy annual grants and tax credits are needed.
- In addition, the federal government must require that all public and investor-owned utilities produce or purchase a minimum of 25 percent of power from advanced or renewable energy sources by the year 2025 and mandate benchmarks at three-year increments to hold utilities accountable.
- With significant investment by the federal government in this area, I propose that Cuyahoga County would receive approximately \$310 million a year over the next five years to invest in sustainability efforts and advanced energy resources.
- The next item that is crucial to Cleveland and all urban centers is investment in our infrastructure.
- Like many of America's established and historic cities, Cleveland's infrastructure is aging, yet still crucial to the quality of life and economic vitality of the entire region and the nation.
- Therefore, the City of Cleveland is calling for a "Fix It First" federal policy for urban infrastructure, along with an increase in annual funding for transportation infrastructure, support for new commuter rail and mass transit, and a reduction in unfunded mandates for public improvements.
- Because of its location, Cleveland is a gateway to the Midwest.
  - Transportation is a key to Cleveland's future as hub for economic growth and jobs.
  - Fixing urban transportation infrastructure before investing in new areas will support urban economies, minimize sprawl and help Cleveland reach

its goal of becoming a sustainable community, while ensuring the safety of our residents and commuters.

- In addition, a sustainable community will be built by increasing support for commuter rail and mass transit infrastructure.
- Cleveland has a strong mass transit system within its neighborhoods.
- Now, greater Cleveland needs to build a strong mass transit system – in the form of commuter rail – that will allow suburban and city commuters easier access to employment centers, reduce energy consumption and improve quality of life in the area.
- In addition, the City of Cleveland is conducting a pavement management survey to help guide its investments in existing road repair.
  - For 1,000 center lane miles of existing road, the cost for ongoing maintenance is estimated to be \$228 million over the next 20 years.
  - These repairs must be made to support the quality of life in our neighborhoods, tourism, and economic development.
- Finally, urban utilities support the economic health of a region, provide for basic needs of residents, and lessen the impact of natural and man-made disasters.
  - For example, Cleveland’s regional sewer district serves more than 1.1 million people.
  - In recent years, the district received a mandate from the federal government for combined sewer overflow upgrades that will cost \$1.6 billion.
  - At the same time, the district receives approximately \$30 million a year in federally funded low-interest loans, creating a significant gap in funding this project.
  - Because funding gaps are passed on to residents, the impact of the gap is felt by both local agencies and individuals.
  - The cost of living increases and the gap has a negative impact on the economy. It is time to close this significant gap.
- For these reasons, a Fix it First policy and substantial new federal funding must be provided over the next five years to help support urban infrastructure.
- I propose a program that invests an additional \$390 million a year in Cuyahoga County for transportation and utilities infrastructure.
- The next item on my urban agenda is federal support for local law enforcement – both for neighborhoods and homeland security.
- In Cleveland, homicides were up 14.53 percent in 2007 from 2006 even though overall violent crime decreased by 7.1%

- Rising crime and the perception of unsafe city streets deters new investors from locating in the city, new residents from living in the city, as well as discourages existing residents and businesses from staying.
- The City of Cleveland is employing an aggressive police deployment plan as well as cross-departmental services designed to mitigate neighborhood symbols of neglect. These actions are helping to improve the quality of life and public safety in our neighborhoods but they are not enough.
- In 2003, massive layoffs were announced which significantly reduced the number of police officers on the streets. Ongoing police officer retirements have further reduced our police force.
- This year, through a Community Oriented Policing Services (COPS) grant, the City will increase the number of police officers on the force by 30 officers.
  - Community policing provides a much-needed and valuable tool for urban neighborhoods because it helps connect law enforcement officers with the communities they serve.
  - COPS funding provides support for:
    - Hiring and training law enforcement officers;
    - Procuring equipment and support systems;
    - Paying officers to perform intelligence, anti-terror or homeland security duties; and
    - Developing new technologies, including inter-operable communications and forensic technology.
  - These are crucial police functions, which help improve quality of life and the level of public safety in cities.
    - Yet between 2001 and 2007, Cleveland received about half the COPS funding it did between 1994 and 2000.
  - By fully funding the COPS program, the federal government can support local governments, improve quality of life and public safety.
  - I have proposed a return to the funding levels of the 1990s, which would bring about \$20 million a year to Cuyahoga County.
- Another funding challenge for urban governments is created by the increased need for homeland security measures.
- Homeland security costs have soared in the last seven years and federal funding has increased.
- However, the current funding structure funnels funding through state and county governments.

- This causes a delay in training, implementation of new procedures and the purchase and installation of new equipment.
- In addition, many homeland security measures are mandated by the federal government.
- Federal funding for such mandates must match the scope and timetable for implementation.
- One of greater Cleveland's biggest homeland security challenges is interoperability.
  - Local law enforcement agencies must be able to speak to each other in times of emergency.
  - Greater Cleveland's current system is antiquated by today's technology standards and is estimated to cost more than \$80 million to replace.
  - Funding assistance direct to local governments for homeland security measures such as these are needed by local governments across the country.
  - Therefore, I am asking that the federal government fund interoperability programs and have called for an investment of \$10 million per year for Cuyahoga County.
- The next item on the urban agenda is public health.
  - Public health is essential to the overall quality of life in the Cleveland community.
  - The City's ability to provide public health services is crucial to my goal of creating a sustainable community.
  - As stated before, Cleveland was built during a time when the health of the public and the environment in future generations was not the top consideration.
  - Today, the legacy of our industrial past is aging housing stock with high levels of lead paint, contaminated industrial sites, and neighborhood designs that do not encourage healthy lifestyles.
  - Cleveland's citywide plan is designed to change this going forward. In the meantime, the City of Cleveland, just like other urban centers, is faced with the impact these consequences have on the health of our citizens.
  - The Cleveland Department of Public Health (CDPH) has a strong presence in our community.
    - Over the last year, CDPH has increased nuisance abatement inspections per inspector per week by 27 percent and increased health promotion outreach by 15 percent, to an average of 115 per month to improve public education and awareness.

- In part, CDPH is able to accomplish this because of federal funding.
  - While this funding is helpful, the need in Cleveland is even greater. It is estimated that at least 20 percent of Cleveland residents do not have health insurance.
  - MetroHealth Medical Center estimates that it will spend more than \$230 million on charity care alone in 2008.
  - Providing access to basic primary care, including annual check ups, sick office visits, and basic prescription coverage, for the approximately 100,000 Clevelanders without health insurance is doable.
  - Our primary goal is to connect the uninsured in Cleveland with preventative care.
  - Better access to primary care can prevent more serious illnesses from developing.
  - Once that goal is met, we will be able to increase access to specialists and hospital stays.
  - In addition, increased federal funding is needed to improve reduce teenage pregnancy, incidents of HIV/AIDS and to fight the increasing number of children who are being diagnosed with chronic diseases like diabetes and obesity, even with an active prevention program.
- In order to improve our outcome, however, more funding is needed.
- Therefore, the federal government must direct resources to urban communities to:
  - Increase access to primary health care;
  - Eliminate lead poisoning; continue to fund the Steps to a Healthier US Cooperative Agreement for chronic disease prevention; and
  - Increase support for urban HIV/AIDS programs.
- All of what I have mentioned today is important to the City of Cleveland, but none is more important this issue: Education.
  - Since taking office, I have worked closely with the Cleveland Metropolitan School District (CMSD), which has made considerable progress and has implemented a five-year strategic plan.
  - The CMSD has moved up in state ranking to Continuous Improvement, new schools have opened and safety and security measures are being enhanced.

- All of this is designed to reach our goal of increasing academic achievement and equipping our children for the future. This focus is critical to our success.
- As I mentioned previously, building a sustainable community means connecting residents with high quality education that will allow them to compete for jobs in the emerging economy.
- In order for the City of Cleveland to implement sustainable development and improve quality of life, high quality education for all residents is imperative.
- Connecting residents to high quality education will be the benchmark for creating a sustainable community and the Cleveland of the future.
  - The district’s plans for new schools, including the Science, Technology, Engineering and Mathematics Academy (STEM) and one for industrial design and technology, are a step in the right direction because they will create a ready workforce for the emerging industries.
  - The District’s efforts with these academies and its efforts to improve educational excellence throughout the system must be reinforced by federal policy and funding.
- The United States Department of Education, according to its website, states that its mission is “to promote student achievement and preparation for global competitiveness by fostering educational excellence and ensuring equal access.”
  - The City of Cleveland is calling for this mission to be realized by increasing funding for the following programs that will help close the achievement gap:
    - Pre-school educational opportunities;
    - Improving mathematics and science performance by providing incentives to teachers to specialize in these areas;
    - Implementing a strong world languages program which will better prepare Cleveland residents for the global marketplace; and,
    - Bridging the gap between high school and college by providing two years of community college free to qualified students.
  - Increased educational funding in the amount of \$270 million annually for the county would help us reach these goals.
- In closing, the City of Cleveland faces several challenges.
- The work I am doing at City Hall will help us face those challenges, but I can’t go it alone.

- In order to win – urban centers across America need to become the focus for federal investment and policy:
  - In Community Development
  - In the foreclosure crisis
  - In sustainability and advanced energy
  - In Urban transportation and utility infrastructure
  - In local law enforcement
  - In public health and in
  - Education
- This kind of investment in Cleveland and in Cities across the country will provide the kind of economic stimulus that the United States needs to move forward.
- And when that happens, Cleveland will move forward.