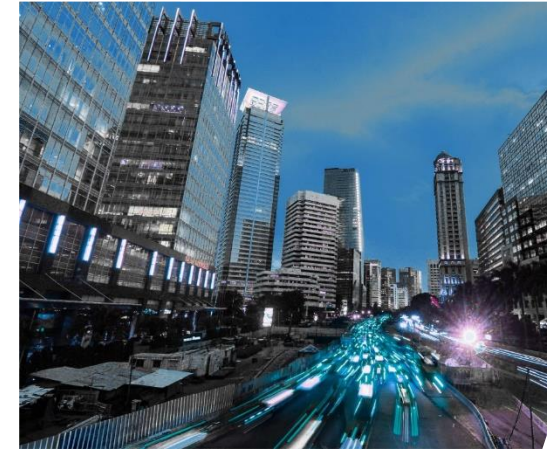




# Legislative Summary

Ord. No. 953-2020

That the Director of City Planning is authorized to enter into an agreement with ULI – The Urban Land Institute, or its designee, (“Urban Land Institute”) to partner with the City of Cleveland to conduct the Building the 21<sup>st</sup> Century City Symposium in March 2021. The City of Cleveland will provide financial support to the Urban Land Institute to cover the cost of logistics, marketing, and speaker fees associated with symposium. That the agreement shall be prepared by the Director of Law. That the cost of the agreement shall not exceed \$55,000 and shall be paid from Fund No. 01-0110-6320, RQS 0110, RL 2020-103.



# BUILDING THE 21<sup>ST</sup> CENTURY CITY

Cleveland City Council Committee 12.8.20



Urban Land  
Institute



CITY OF CLEVELAND  
Mayor Frank G. Jackson





# BUILDING THE 21<sup>ST</sup> CENTURY CITY

**Building the 21<sup>st</sup> Century City**  
**Best Practices in Zoning**

October 21, 2015  
 Global Center for Health Innovation, Cleveland, Ohio

**Building the 21<sup>st</sup> Century City: The Future Is Now!**

Technology and innovation continue to evolve at a rapid pace. The pace of change is happening faster than our ability to respond to these changes. The more rapidly the location, should also lead overall to about the assumptions of...  
 Innovation in transportation, the economy, and technology are changing how we move from one point, and how we live in our communities. Our modes of transportation range from high speed rail, connecting long distance travelers to destinations in a matter of the time it now takes, to the possibility of...  
 What will this mean for cities like Cleveland? How should Cleveland change our assumptions to be viable and adaptable to a constantly changing world?  
 The Urban Land Institute Cleveland and the City of Cleveland seek to explore these and other questions that will challenge cities like Cleveland in the 21<sup>st</sup> Century. In 2011, ULI and the City of Cleveland partnered to explore Cleveland's ability to update its current zoning code. The conference held in 2013 began the process to move Cleveland into the 21<sup>st</sup> Century with respect to addressing our regulatory environment, such as to ensure that we create development projects that generate economic communities, that are not only exciting and a real attraction that all contribute our work to make Cleveland a competitive city in the 21<sup>st</sup> century.  
 This project will kick off with an inclusive conference. During the 21<sup>st</sup> Century City: The Future is Now! This conference will engage all residents, organizations, and businesses within the City of Cleveland. The conference will focus on three critical components of the development of cities in the 21<sup>st</sup> Century. The project will address three key actions to identify concrete steps we can take to engage the City of Cleveland and stakeholders to accelerate competitive action steps.

The three key components include:

- Technology Meeting Cleveland's Tomorrow City
  - Autonomous vehicles
  - Electric vehicles
  - Increasing broadband access
  - Digital signage and media
- Economic Development, Inclusive Innovation
  - Developing alternatives for the 21<sup>st</sup> Century workforce
  - Working to break the pipeline, how about they "work" together to attract knowledge workers
  - Identifying strategies for supporting ways we prepare a broad range of the opportunities to work in the 21<sup>st</sup> Century City
  - Location decisions for modern business
  - Seeking opportunity use of data to improve health of community
- Mobility, Accessibility to Mobility
  - Improving transit for all modes
  - Developing the 21<sup>st</sup> century right of way
  - Legislation and development
  - Funding alternatives for 21<sup>st</sup> century transportation

To identify the action steps, the project will use three phases:

**Education:** The first phase, the Conference, will focus on establishment of a shared understanding, setting objectives with broad stakeholder consensus of knowledge and goals.

**Conceptualization:** The second phase of the project, to occur after the Conference, will be education. We will bring active participants together to brainstorm what they have learned and how it can be applied locally. This step will be a series of sessions, with a facilitator.

**Execution:** The execution phase will consist of selecting the most relevant of the appropriate learned and identified for application in Cleveland. Once focusing on what the City should and can do to be prepared to facilitate and accommodate, these steps will be appropriate economic development in Cleveland. This will create focus and facilitate execution.

The Building the 21<sup>st</sup> Century City: The Future is Now! conference will facilitate development of action outcomes and results, which the City of Cleveland can utilize to address a pressing tomorrow for today solutions. Cleveland is a more competitive and smarter City, ready for the changing technology of the 21<sup>st</sup> century.



# City Goals:

- Engage
- Create Ideas
- Implement Policy

The success of this effort can only be measured by our ability to implement tangible projects and policy changes





# Building the 21<sup>st</sup> Century City

Technology

Economic  
Development

Mobility

The Education Stage (Conference Plan)



## Technology

Autonomous Vehicles

Electric Vehicles

Increasing Broadband Access

Digital Signage & Media

## Economic Development

Creating the 21<sup>st</sup> Century Workforce

Attracting knowledge Workers

21<sup>st</sup> century Workforce Readiness

Location Decisions for modern Businesses

The Healing Economy: Using data to Improve Population Health

## Mobility

Improving Transit for all Modes

Logistics and Distribution

Funding Alternatives for 21<sup>st</sup> century transportation

Developing 21<sup>st</sup> Century Streets



Technology



Building the 21<sup>st</sup> Century City







Economic  
Development



A new podcast series from the McKinsey Global Institute explores how technologies like automation, robotics, and artificial intelligence are shaping how we work, where we work, and the skills we need to work.



Mobility





# Auto Industry

Volvo plans to begin phasing out the ICE by as early as 2020 and all of its car models after that will be PHEVs or EVs



Jaguar Land Rover hopes to electrify their whole lineup by 2021

GM says they'll introduce 20 all electric models by 2023





## Your annual costs **Plug In** vs **Fill Up**



ELECTRIC VEHICLE



GASOLINE-POWERED VEHICLE



Your low cost to  
operate a plug-in  
electric vehicle

\$405



Your high cost to fuel  
a gasoline-powered  
vehicle

\$1,152



Assumes 13,000 miles per year, an average of 0.35 kilowatt-hours per mile, 8.896 cents per kilowatt-hour, 28.2 miles per gallon at \$2.50 per gallon.



# Foreign Governments

Norway will ban the sale of all fossil-fuel based vehicles by 2025

Both France and great Britain will end sales of gas and diesel powered vehicles by 2040



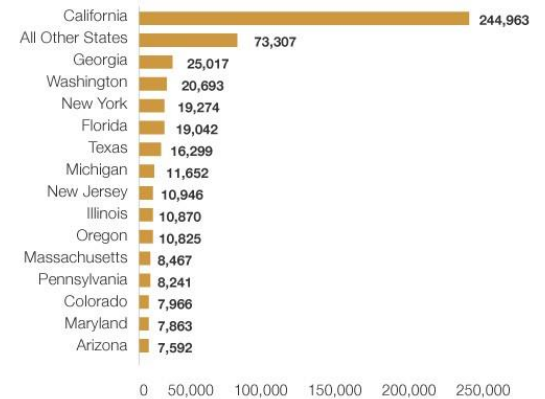


# California

A global leader in Electric Vehicles

Contains more than twice the charging infrastructure, three times the electric model availability and four times the market share as national averages

Electric Vehicle Sales by State



Source: Bloomberg L.P.

www.energyandresourcesdigest.com

California drivers give electric vehicles the

**GREEN LIGHT**



**67%**

are interested in electric vehicles

**56%**

want every automaker to sell an electric vehicle

**44%**

can use an electric vehicle (based on driving needs)

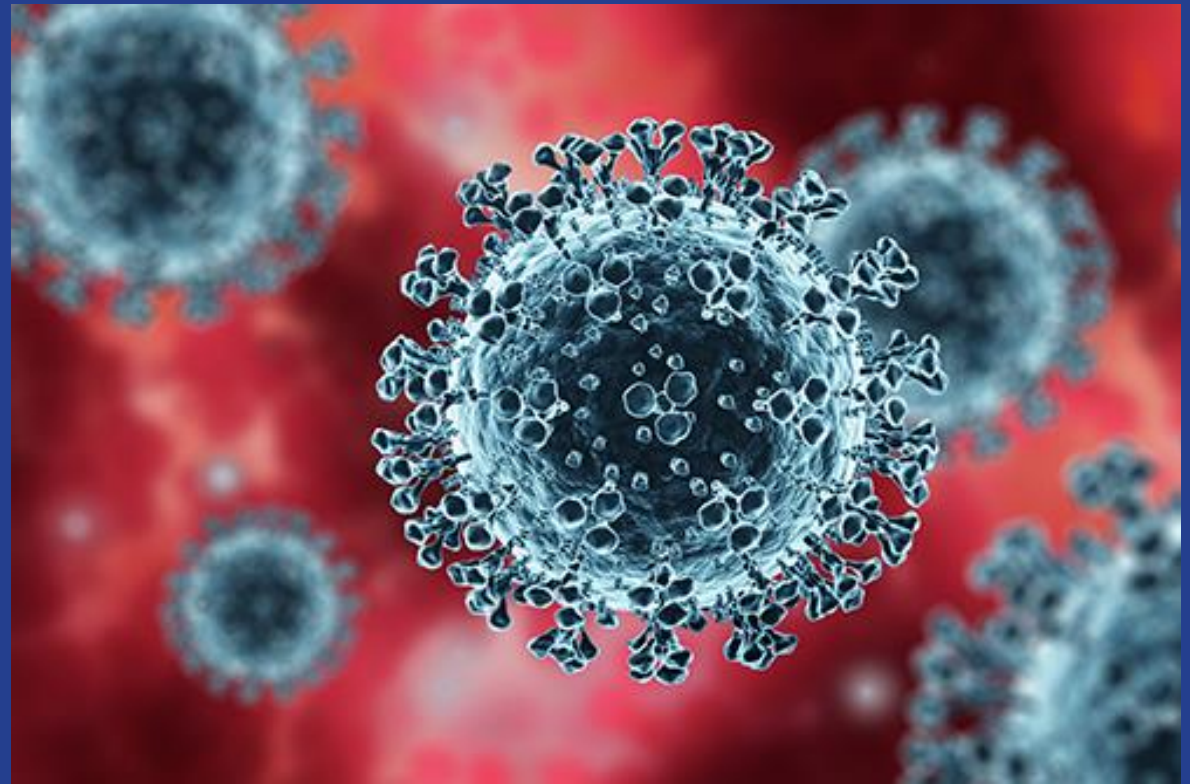
Center for Consumer Sciences  
Consumer Union

LEARN MORE: [ucsusa.org/CAelectric](http://ucsusa.org/CAelectric)

© 2014 Center for Consumer Sciences



# COVID 19



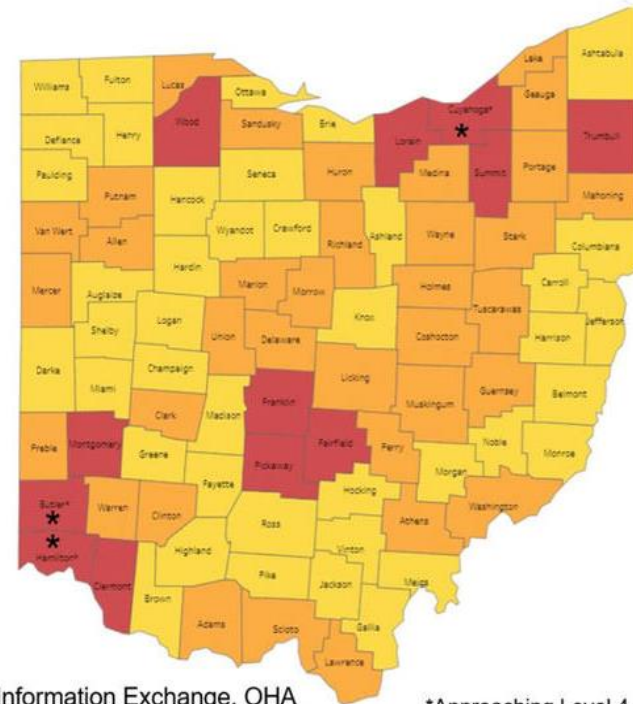


# COVID 19

Urban communities were impacted disproportionately

## County Risk Level Alerts

<b>LEVEL 1</b>
<b>Public Emergency</b> Active exposure and spread.
<b>LEVEL 2</b>
<b>Public Emergency</b> Increased exposure and spread.
<b>LEVEL 3</b>
<b>Public Emergency</b> Very high exposure and spread.
<b>LEVEL 4</b>
<b>Public Emergency</b> Severe exposure and spread.



**Ohio** Department of Health

Sources: ODRS, Health Information Exchange, OHA  
Map updated 07/09/2020

\*Approaching Level 4





# Lessons Learned

COVID 19



# Distance Learning

As of mid-April, 191 countries announced or implemented school or university closures, impacting 1.57 billion students. Many educational institutions started offering courses online to ensure education was not disrupted by quarantine measures.



World Economic Forum

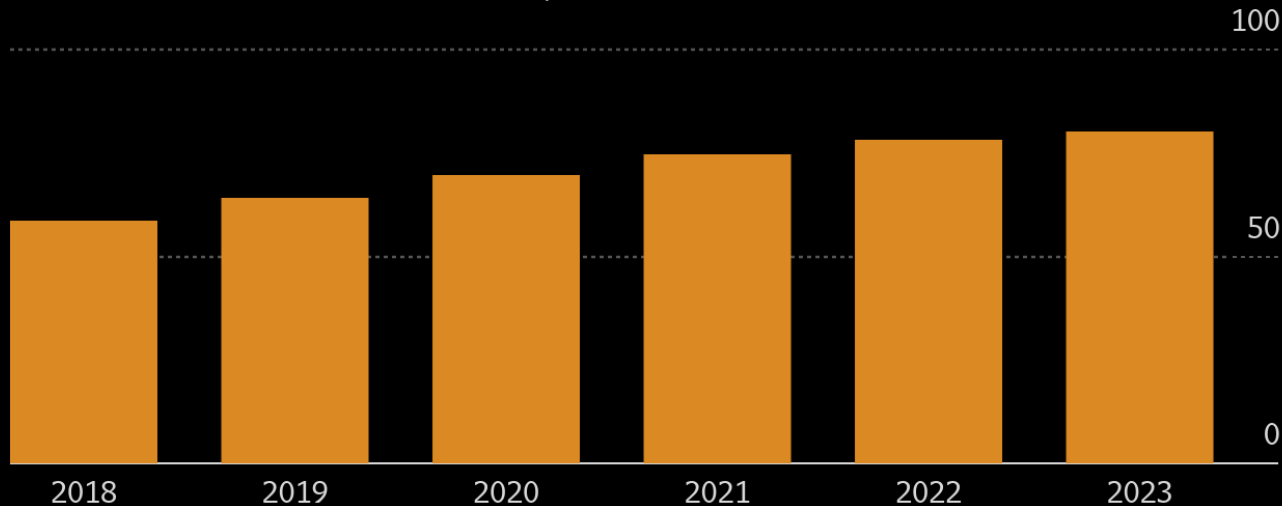


# Digital and Contactless Payments

## Charge It

Even before the virus, consumer use of no-touch payments was growing

■ U.S. proximity mobile payment users, in millions

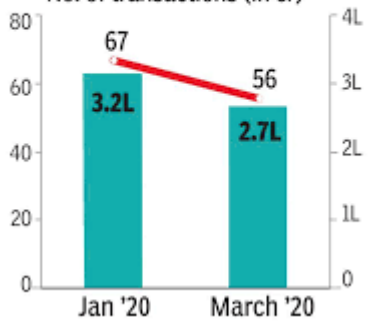


Source: EMarketer, October 2019

**Bloomberg**

## USAGE DROPS

■ ATM withdrawals (amount in ₹ cr)  
 — No. of transactions (in cr)





# Online Shopping and Robot Deliveries



World Economic Forum



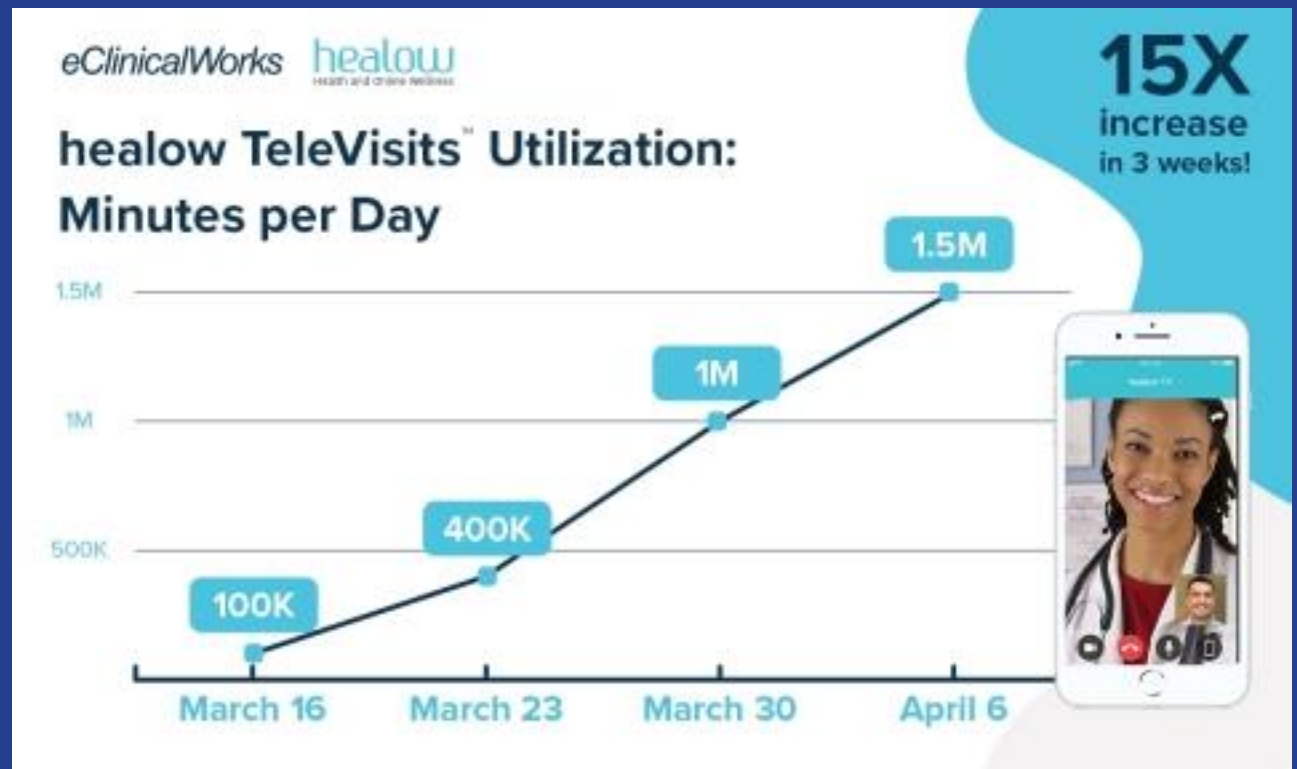
**THE HEALTH OF ALL  
DEPENDS ON EACH ONE OF US**

**Building the 21<sup>st</sup> Century City**





# Telehealth

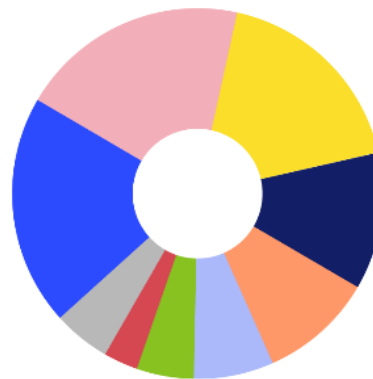


World Economic Forum



# Remote Work

## What's your biggest struggle with working remotely?



- 20% Collaboration and communication
- 20% Loneliness
- 18% Not being able to unplug
- 12% Distractions at home
- 10% Being in a different timezone than teammates
- 7% Staying motivated
- 5% Taking vacation time
- 3% Finding reliable wifi
- 5% Other

**State of Remote Report 2020**  
[buffer.com/state-of-remote-2020](https://buffer.com/state-of-remote-2020)



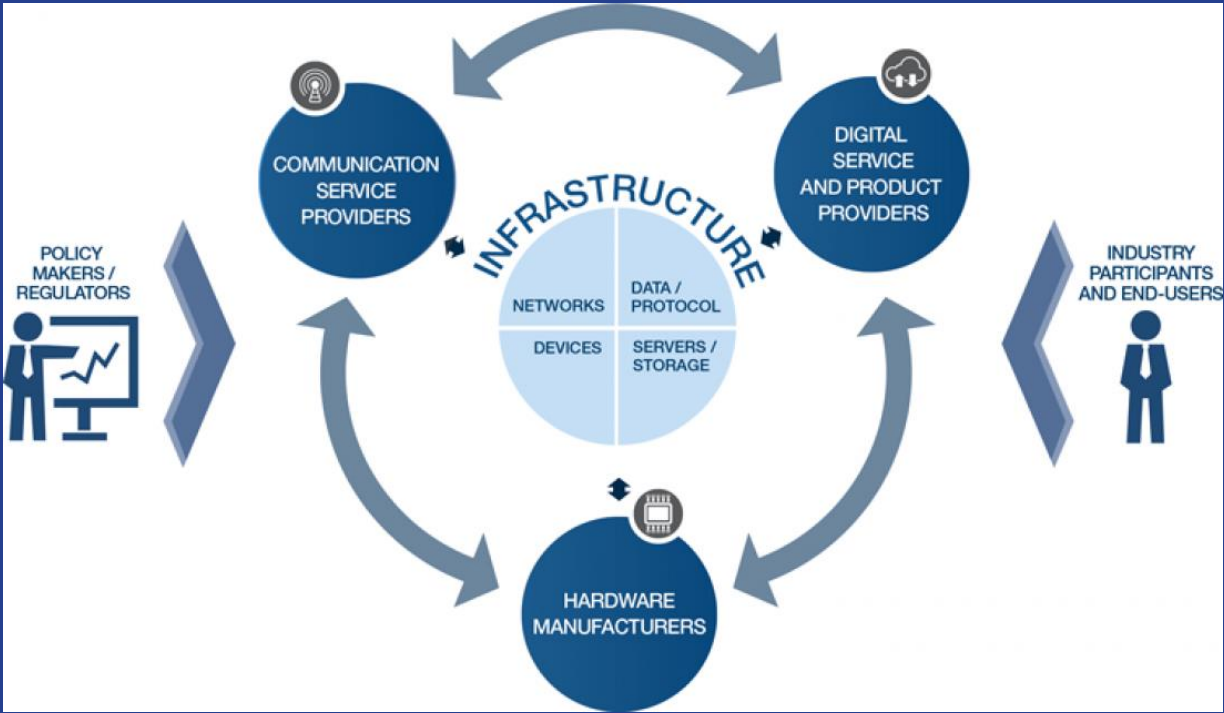
Employees rank collaboration and communication, loneliness and not being able to unplug their top struggles when working from home.

Image: Buffer State of Remote Report 2020

World Economic Forum



# Digital Readiness



World Economic Forum





# 5G and Information and Communications Technology



World Economic Forum



# Online Entertainment



World Economic Forum



# Pre-Symposium City Club Forum

- Adie Tomer Sr. Fellow Brookings Institute
- Promotion of the Spring Symposium
- Virtual Forum held in October 2020

THE CITY CLUB OF CLEVELAND

forums archives blog membership support

LOCAL MATTERS

**Building the 21st Century City: Applying Technological Innovation to Foster Inclusion, Diversity, and Resilience**  
Virtual Forum

Friday, October 16, 2020  
12:30 p.m. - 1:30 p.m.

watch the video  
listen to the podcast

"What creates gentrification? Public policy." – Freddy L. Collier, Jr.



# Building the 21<sup>st</sup> Century City Symposium

- Slightly Modify sub-topics (Technology)
- Postponed from October Spring 2021
- Speakers remain committed
- Virtual Forum/Social distancing



# Conference Planning



# Planning Liaisons





# Sub-committees (task will remain the same)

Subcommittee for each Track: (Technology, Mobility, Economic Development)

Subcommittee Tasks:

- Provide expertise
- Suggested approach for specific track
- Provide conference support



# Conference Support: Budget & Sponsorships

Identification of funding sources:

- Public Support
- Foundation support
- Private companies
- In-kind donations
- Sponsorship packages





# Promotional Outreach

- January 2021

