

# ***Towpath Trail Scope of Services Document***

## ***Attachment “A” - Vision, Mission, Goals, Objectives And Themes***

### ***dated January 21, 2008***

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#### **VISION** *(what we aspire to be in the future, what we want to be known for)*

Cleveland’s Towpath Trail and Greenway will be an international recreational destination of surprising natural beauty woven amidst an immense landscape of a working river, steel mills, bridge engineering marvels and ethnic neighborhoods of the Cuyahoga River Valley, celebrating the City’s environmental and industrial heritage and renewal.

#### **MISSION** *(what is our purpose, what we do – audience and geographic focus)*

To create a lively, active, inclusive public space that connects the community to the Cuyahoga River and nature in the industrial heart of the city with a recreational amenity and interpretive experience.

#### **GOALS**

To develop an all purpose trail and greenway with the following goals:

- To complete the Towpath Trail from Harvard Road to downtown Cleveland at Canal Basin Park, as part of the 100 mile Ohio & Erie Canalway.
- Provide an inclusive public recreation open space that serves as a community commons.
- Serve as a catalyst for community and economic reinvestment and environmental regeneration.
- Enhance the identity of the City through Canalway based heritage and eco- tourism.
- Promote the branding of the Valley as an area of industrial and environmental innovation.

#### **OBJECTIVES**

##### **OUTPUTS** *(what we do)*

- $\pm$  5 miles of Towpath as an all purpose trail from Harvard Road to Canal Basin Park and  $\pm$  40 acres of linear green space as part of the trail corridor.
- $\pm$  200 acres of related active and passive park land.
- Public space improvements to support 100% of target audiences (see appendix).
- Sufficient neighborhood connectors to achieve City’s goal of trail access within 10 minutes of all residents and to connect to primary visitor destinations.
- Environmental regeneration integrated throughout and visible as part of visitor experience (remediated land, habitat restoration, enhanced wetlands, green bulkheads, storm water management, etc.)
- Interpretive nodes that provide exciting and memorable experiences that fully communicate themes.
- Identification & implementation of innovative environmental technologies utilized in the development of the Towpath, highlighted as part of the visitor experience that contribute to the overall goal of improved valley health.
- Identification & utilization of LEED criteria for sustainable sites, water efficiency, materials and resources, and innovation & design process.

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#### **OUTCOMES** *(what visitors, resource or community will do in response to what we do)*

- New housing and new businesses oriented towards the Towpath
- Diverse people use it for recreation, fitness, and transportation
- Visitation levels that at least matches that in Cuyahoga Valley National Park
- Research & development and new business growth around regeneration technology
- Visitors have understanding of and personal attachment to the themes
- Visitors want to come back often and tell family and friends about it
- People want to live near the trail
- People use the trail rather than their cars
- Increased ecological literacy and individual environmental responsibility
- Schools use it to meet their learning objectives
- Increased environmental stewardship by companies adjacent to trail

#### **IMPACTS** *(what difference it makes)*

- Increased pride in Cleveland
- Increased positive recognition of Cleveland’s identity (local, regional, national)
- Healthier (economically, socially, individual fitness, environmentally – reduced carbon foot print), more vibrant city
- Unifies city and region

#### **MAIN MESSAGE** *(what the visitor take homes in head and heart)*

##### **Geography is Destiny**

This is the geographical story of a nationally significant, powerful, all-inspiring place. The interplay of people and nature created and continues to form the landscape of the Cuyahoga Valley, a place that sparks our inventiveness, inspires our creativity as individuals and society, and gives us the means to be successful.

#### **PRIMARY THEMES** *(answers the “so what”, develops the main message and allows for a progression to story lines)*

##### **Made in Ohio/Produced for America**

A. Starting with the canal era, Cleveland’s pivotal location in successive national transportation networks have made it a national player in the production and distribution of goods; this connectivity makes what happens here matter to the United States economy.

B. Successful early industries directly stimulated by the canal created an economic base and strong community that drew industrialists, entrepreneurs, and workers to the region. The momentum of industrial innovation and growth was sustained through the mid-twentieth century.

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Today, we seek to capture the qualities that made industries successful in the past and apply them to current industry and new technologies that will promote success now and in the future.

#### **Coming to Ohio/A Land of Natural Resources; Making a Home/The Canalway Communities**

Historically and today, people have been attracted by the area's opportunities. When the Cuyahoga River marked the edge of the Western frontier, it was the promise of the area's rich, fertile ground and plentiful natural resources; later, the area's booming industry; and today, the area's revitalized historic and natural resources, recreational opportunities and natural beauty. The story of people includes individual successes and struggles, as well as cultural legacies reflected in today's communities and landscapes.

#### **Reclaiming Our Heritage/Looking Ahead**

The Cuyahoga River is a working river interwoven into the story of the Cuyahoga Valley. The river shaped the valley and provided water needed for the Ohio & Erie Canal. It then became a resource for industries to use and treat with indifference. Later, when a 1969 river fire made national headlines, it became a catalyst for change and new attitudes about the relationship between people and their environment. Today, we seek opportunities to restore our river and natural systems, and use our heritage to transform the valley for our future.