Place Matters is Cincinnati’s comprehensive community investment strategy. It is consistent with the LISC Sustainable Communities model.

In 2016, Place Matters was implemented by LISC and lead organizations in five communities: Avondale, Covington, Madisonville, Price Hill, and Walnut Hills. Newport (Kentucky) and the West End (Cincinnati) have been added as Place Matters communities in 2017.

This report includes Data Snapshots for all seven communities and 2016 Highlights for the five communities implementing Place Matters in 2016. It also includes Outcome Area Highlights for Education, Income, Health, Housing, and Community.

Place Matters is a mature program that has created a network of partners that leverage millions of dollars annually to catalyze transformative change in their communities.
**Place Matters prepares children, youth and young adults to succeed in school and life:**

Place Matters tracks kindergarten readiness for all of its elementary schools. Ohio enacted a new Kindergarten Readiness Assessment (KRA) for the 2014-15 school year. Overall, approximately 40% of CPS students attending kindergarten in Place Matters communities are on-track with early learning and development standards. About half of the schools showed a slight increase in scores between the 2014-15 and 2015-16 school years while about half of them showed slight declines. Where there has been dedicated support of preschooler development (like in Price Hill with the Promoting Our Preschoolers program), kindergarten readiness scores have improved. The infusion of resources and attention from the Preschool Promise can help increase kindergarten readiness in Place Matters communities, eventually leading to increased educational and workforce development outcomes.

**Place Matters builds healthy and stable real estate markets:**

Lead organizations are helping to strengthen the housing market directly through housing rehabs (mostly single-family houses) and also by partnering with non-profit and for-profit developers to increase the scale of housing improvements. The focus of the last several years following the Recession of 2008 and the subsequent housing foreclosure crisis has been on improving properties, attracting middle-class homeowner investment, and increasing property values in targeted areas. This strategy has largely been successful: the median sale price of single-family homes in Avondale, Madisonville, and Price Hill has increased 138%, 88%, and 59% respectively. Now the challenge for leads has shifted to ensuring that lower income families benefit from the improvements and that they have access to quality, affordable housing.

**Place Matters ensures individuals and families achieve financial stability:**

Taxes refunded and credited to communities as VITA (Volunteer Income Tax Assistance) sites has increased from $1,457,025 in 2007 to $3,564,330 in 2015; an increase of 145% over 8 years. Lead organizations are also working with residents to ensure that they have access to job readiness training and employment opportunities as well as access to the knowledge and skills they need to become more self-sufficient. For example, in 2016, the Santa Maria Workforce Development Program helped 125 individuals become employed.

**Place Matters helps individuals live quality lives and achieve maximum health and independence:**

Lead organizations are linking residents with access to health care, healthy foods, and opportunities for active living that can help lead to behavior changes and positive health outcomes. According to Interact for Health’s Community Health Status Survey, more residents in Avondale, Covington, and Price Hill were reporting excellent or very good health in 2013 than were in 2010 (there is no 2010 comparison for Madisonville and Walnut Hills).

**Place Matters engages citizens and partners in community activities:**

In 2016, Place Matters lead organizations connected more than 7,600 volunteers with activities that further housing, education, health, and income outcomes. Based on a 2015 social capital survey, residents that participated in community events (like cleanups, community councils, or festivals) are more likely to help their neighbors out and say that their community welcomes new people and new ideas than those that did not participate. In more than half of the Place Matters communities, those that participated in events also report that they feel safe, are more likely to report that people can depend on one another, say that organizations keep them aware of what is going on in the neighborhood, and report that both their street and community were getting better in the last year.
Recommendations were developed as part of the 2016 Mid-Year Report. The year-end findings in this report support them. More information on recommendations can be found in the Place Matters 2016 Mid-Year Report.

Lead organizations have identified how they will address these recommendations in 2017 Work Plans.

Recommendations for 2017

Recommendations were developed as part of the 2016 Mid-Year Report. The year-end findings in this report support them. More information on recommendations can be found in the Place Matters 2016 Mid-Year Report.

Lead organizations have identified how they will address these recommendations in 2017 Work Plans.

Recommendations for 2017

Work with partners to develop shared outcomes that reduce poverty by improving education, health, and income. Partners and leads should develop measures and outline responsibilities of each partner in meeting those measures. Consider focusing work at a super-local geography, such as a neighborhood school.

Re-evaluate community housing strategies, especially around ensuring quality, affordable housing.

Provide technical capacity and support to volunteer-based business groups.

Re-evaluate the way community engagement is done, and provide necessary support and training for resident-led solutions.

Support lead-organization strategic planning efforts.

Overall Recommendations
## Community Recommendations

<table>
<thead>
<tr>
<th>Avondale</th>
<th>Price Hill</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Define ACDC’s role in Avondale’s housing strategy, and then identify the capacity and support needed to fulfill that role.</strong></td>
<td><strong>Assess how the immigrant community can contribute to economic vitality and social cohesion.</strong></td>
</tr>
<tr>
<td><strong>Invest in staff development and training and create focused work plans for staff to achieve work plan outcome measures.</strong></td>
<td><strong>Integrate a creative placemaking approach to work outside of creative placemaking projects.</strong></td>
</tr>
<tr>
<td><strong>Reconvene the Education Roundtable; set benchmarks for progress for 2017 and clearly define the role ACDC plays in supporting kindergarten and 3rd grade reading outcomes.</strong></td>
<td><strong>Explore cooking classes to connect food production to healthy eating.</strong></td>
</tr>
<tr>
<td><strong>Reconcil Job Bank program to better respond to more diverse employer needs as the business district grows.</strong></td>
<td><strong>PHW and SM should use a strategic planning framework to evaluate and respond to opportunities.</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Covington</th>
<th>Walnut Hills</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Explore giving community tours to teachers and staff at schools.</strong></td>
<td><strong>Develop place-based interventions focused on the families of Frederick Douglass Elementary in the areas of education, income, and health.</strong></td>
</tr>
<tr>
<td><strong>Explore the potential that the Hellmann Building offers in expanding the reach of the Center in Covington.</strong></td>
<td><strong>Explore a plan for social development, to complement the WHRF’s plan for physical reinvestment.</strong></td>
</tr>
<tr>
<td><strong>Find ways to unify communications across platforms to reach more people more consistently.</strong></td>
<td><strong>Re-evaluate Job Bank program to better respond to more diverse employer needs as the business district grows.</strong></td>
</tr>
<tr>
<td><strong>Promote the Center’s growing national reputation locally and regionally.</strong></td>
<td><strong>Promote and celebrate MCURC and the growth and momentum that MCURC has catalyzed.</strong></td>
</tr>
</tbody>
</table>

| Madisonville                                                             |
|-------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| **Ensure broad participation and inclusion in decision-making around the business district and housing.** | **Provide support to resident- and business-led efforts like the ambassador program and business committee.** |
| **Work with partners and their programs to reach a broader, more diverse audience to communicate MCURC’s value, activities, and plans.** | **Promote and celebrate MCURC and the growth and momentum that MCURC has catalyzed.** |
| **Promote the Center’s growing national reputation locally and regionally.** | **Explore a plan for social development, to complement the WHRF’s plan for physical reinvestment.** |
How we Evaluate:

Year-end: Quantitative

This year-end report is the second of two reports assessing 2016 activities. This report includes a quantitative analysis of shared measures and individual community lead outcomes based on full-year achievements.

Data Snapshots Sources:

2010-2014 American Community Survey 5-year Estimates (U.S. Census Bureau), unless otherwise noted

Affordability Source: U.S. Department of Housing and Urban Development (HUD) and the U.S. Department of Transportation (DOT): Location Affordability Portal, Version 2: Location Affordability Index

Health Source: Life Expectancy at Birth, by Neighborhood, Cincinnati, 2001-2009, Cincinnati Health Department

Mid-year: Qualitative

The companion report, the Place Matters 2016 Mid-Year Report, was released in fall 2016. It includes 2017 Place Matters initiative-level and community-level recommendations for activities based on a qualitative analysis of progress against measures and activities (January - June), 2015 Social Capital Survey results, and focus groups.

Evaluation Method: Work Plans

The Work Plan reporting format was adopted in 2016. It provides clarity of vision, desired short-term outcomes (1-3 years), measures of success, lead organization roles and activities, engagement and leadership, impact, partners, and growth, and leverage. Leads report on the following outcome areas: Education, Income, Health, Housing, Community, and Sustainability (organizational financial sustainability).

This year-end report will highlight community change through quantifiable measures.
Avondale Data Snapshot

12,296 residents
Population decline of 25% between 2000 and 2014 (a loss of 4,002 residents)
86% Black
12% White
1% Hispanic

EDUCATION
76% residents have a high school education (age 25 and older)

FINANCIAL STABILITY
46% families live in poverty (1,003)
46% residents live in poverty (5,692)
Poverty rate decrease of 2% between 2000 and 2014 (93 fewer people living in poverty)
69% residents live below 200% of poverty level (8,095)
22% unemployed (age 16 and over)

AFFORDABILITY
A person living in poverty spends 71% of their income on housing
A median income family spends 26% of their income on housing

HOUSEHOLDS
3,091 non-family households (59% of all households)
1,383 families are headed by females (63% of all families)

HOUSING STOCK
7,714 housing units
29% owner-occupied units (1,522)
32% vacant units (2,431)

HEALTH
68.2 average life expectancy (years)
# Avondale 2016 Highlights

**Lead Organization:**
Avondale Comprehensive Community Development Corporation (ACDC)

## Outcomes

- Avondale has an active “Cradle to Career” education program which ensures kindergarten readiness; 3rd grade reading guarantee; resources to prepare high school students for college and/or career.

## Lead Role and Activities

- ACDC works as a resource for Avondale students and parents. They connect moms with young children to CPS early childhood staff and they work with faculty at high schools to ensure that students have access to ACT/ SAT prep. They are working on a Barbershop Books Buzz program to link elementary students with books in Avondale barbershops.

## Measures

- The neighborhood level indicators in the Work Plan did not move in a positive direction in 2016. These included percent graduating high school ready for college or career, kindergarten readiness, and 3rd grade reading. In 2017, ACDC’s education work and measures are more targeted to ensuring students are enrolled in activities that will lead to positive education outcomes.

- 212 residents connected with workforce development training (up slightly from 200 in 2014)

- 11 residents connected with work on local projects (5 fewer than in 2014)

- 2 minority businesses were recruited (new measure in 2016)

- Avondale benefits from startup and accelerated businesses that are ready to hire from a pool of trained and work-ready residents. Resident owned businesses are a plus.

- ACDC hosts events and activities like Pitching for Peace and Brothers Gonna Work it Out to bring social service providers and workforce development/training providers to connect directly with residents. ACDC also communicates job and training opportunities on their media platforms.

- 134 adults attended meetings or workshops to understand major health disparities (up from 117 in 2014)

- 913 residents participated in health-related activities (up from 620 in 2014)

- Avondale’s residents have excellent or very good health due to health related activities being coordinated, and residents knowing the major health disparities and addressing them.

- ACDC convenes partners under the Thriving Communities initiative (Interact Act for Health grant) to bring together health activities in Avondale. Partners increase resident health knowledge, improve access to healthy eating, and improve participation in active living.
Avondale’s increased real estate activity includes workforce, market rate, and affordable housing options and supports small and minority developers and other partners.

By utilizing ACDC’s communication platform, Avondale residents and stakeholders are connected and understand the importance of community engagement in health and wellness, education, safety, building code enforcement, landlord obligation/compliance, and tenants’ rights.

ACDC collaborates with Avondale anchor institutions through the Avondale Community Engagement Committee. ACDC held Know Your Neighbor trainings to connect street liaisons and CHOICE residents to resources in health and wellness, education, and safety. ACDC communication is focused on social media and written communication to reach all residents.

- ACDC completed no market rate or affordable units (5 new builds and 2 rehabs were projected for 2016)
- $4 million in real estate investment was reported ($60 million was projected for 2016)
- 2 new small/minority owned developers were recruited

ACDC managed and coordinates the efforts of the development partners to ensure housing opportunities exist at all income levels. They are also working on recruiting small and minority developers to Avondale. New builds are to be concentrated in the Town Center District while the Uptown Consortium focuses on the Avenue District.

- 13 new block clubs or tenant associations were formed, adding to the existing 13 clubs
- 4,544 residents were engaged in health and wellness, education, and safety efforts
- 52 e-newsletters were published, 12 Hood Report newsletters

2016 LEVERAGE
ACDC leveraged $244,110 in direct support of Place Matters activities.

2016 PARTNERSHIPS
ACDC maintained 54 partnerships and collaborations and added 13 more.
**Covington Data Snapshot**

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents</td>
<td>40,712 residents&lt;br&gt;Population <strong>decline of 3% between 2000 and 2014</strong> (a loss of 326 residents)</td>
</tr>
<tr>
<td>Race</td>
<td>11% Black&lt;br&gt;83% White&lt;br&gt;4% Hispanic</td>
</tr>
<tr>
<td>Education</td>
<td>83% residents have a high school education (age 25 and older)</td>
</tr>
<tr>
<td>Financial Stability</td>
<td>21% families live in poverty (1,003)&lt;br&gt;25% residents live in poverty (5,692)&lt;br&gt;<strong>Poverty rate increase of 31% between 2000 and 2014</strong> (2,378 more people living in poverty)&lt;br&gt;50% residents live below 200% of poverty level (19,702)&lt;br&gt;12% unemployed (age 16 and over)</td>
</tr>
<tr>
<td>Affordable</td>
<td>A person living in poverty spends 74% of their income on housing</td>
</tr>
<tr>
<td>Housing Stock</td>
<td>20,467 housing units&lt;br&gt;50% <strong>owner-occupied units</strong> (8,489)&lt;br&gt;18% vacant units (3,604)</td>
</tr>
<tr>
<td>Health</td>
<td>n/a average life expectancy (years)</td>
</tr>
</tbody>
</table>

Photo Credit: Frank Döring
# Covington 2016 Highlights

**Lead Organization:** Center for Great Neighborhoods of Covington (CGN)

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Lead Role and Activities</th>
<th>Measures</th>
</tr>
</thead>
</table>
| Enhance a growing health-promoting culture in Covington that encourages and supports residents efforts to make behavior changes that improve their health outcomes. | CGN co-chairs the LiveWell pilot in Covington and a nutrition action team. They continue to work with corner stores to increase access to healthy food to the community. CGN is also working on engaging the community in a creative, food-mapping process in the Westside that will lead to implementation strategies. | ▪ 96 youth involved in project-based learning through BLOCK (up from 78 in 2015)  
▪ 92% of families attended school-wide events (up slightly from 90% in 2015)  
▪ LiveWell steering committee and action teams formed  
▪ 4 corner stores participating in the Plan4Health initiative (up from 2 stores in 2015) |
| Covington is a “learning community” where adults are engaged in lifelong learning and students are actively involved in project-based learning in their neighborhoods. | CGN delivers the BLOCK leadership development program to 4th and 5th graders. CGN also works with Covington Independent Public School staff to implement events at Glenn O. Swing, Latonia, and John G. and to connect schools to events happening in neighborhoods serving CIPS schools. | ▪ 214 demonstrated money management skills (up from 190 in 2015)  
▪ 876 accessed VITA tax services; 271 got EITC benefits |
| Low/moderate income residents acquire and use a wide range of financial knowledge and skills to become more financially stable. | CGN provides support and skill-building opportunities that complement the efforts of partners in preparing residents for employment. |  

Residential and commercial development, blight removal, and real estate focused creative placemaking initiatives contribute to equitable neighborhood revitalization.

Residents, resident-led organizations, and partners initiate and complete creative, inclusive projects that improve the community.

CGN works directly with residents to implement community-driven, place-based approaches to creatively address topics such as housing, education, health, and income disparities.

CGN acts as the developer in rehabbing buildings through the buy/rehab/sell program and provides grants and project management support for existing homeowners through the Creative facades programs. CGN acts as a broker through the Homes for Makers program and works with small-scale developers to ensure that rehab and infill projects are aligned with neighborhood plans. CGN was also the developer for the Hellmann Creative Center (opened September 1, 2016).

CGN acts as the developer in rehabbing buildings through the buy/rehab/sell program and provides grants and project management support for existing homeowners through the Creative facades programs. CGN acts as a broker through the Homes for Makers program and works with small-scale developers to ensure that rehab and infill projects are aligned with neighborhood plans. CGN was also the developer for the Hellmann Creative Center (opened September 1, 2016).

Outcomes

Residential and commercial development, blight removal, and real estate focused creative placemaking initiatives contribute to equitable neighborhood revitalization.

Residents, resident-led organizations, and partners initiate and complete creative, inclusive projects that improve the community.

CGN acts as the developer in rehabbing buildings through the buy/rehab/sell program and provides grants and project management support for existing homeowners through the Creative facades programs. CGN acts as a broker through the Homes for Makers program and works with small-scale developers to ensure that rehab and infill projects are aligned with neighborhood plans. CGN was also the developer for the Hellmann Creative Center (opened September 1, 2016).

Lead Role and Activities

CGN works directly with residents to implement community-driven, place-based approaches to creatively address topics such as housing, education, health, and income disparities.

Measures

- 172 community involvement projects completed (up from 165 projects in 2015)
- 14,715 participated in community events (up from 6,096 participants in 2015)
- 153 addresses had criminal nuisance requests, helping to reduce criminal activity that lowers quality of life

2016 LEVERAGE

CGN leveraged $2.89 million in direct support of Place Matters Work Plan activities and $40.48 million more in support of other quality of life improvements not directly tied to the Work Plan.

2016 PARTNERSHIPS

CGN maintained 35 partnerships and collaborations and added 16 more.
Madisonville Data Snapshot

10,501 residents
Population decline of 25% between 2000 and 2014 (a loss of 4,002 residents)

49% Black
47% White
1% Hispanic

EDUCATION
87% residents have a high school education (age 25 and older)

FINANCIAL STABILITY
21% families live in poverty (483)
26% residents live in poverty (2,703)
Poverty rate increase of 69% between 2000 and 2014 (1,106 more people living in poverty)
44% residents live below 200% of poverty level (4,570)
10% unemployed (age 16 and over)

AFFORDABILITY
A person living in poverty spends 89% of their income on housing
A median income family spends 30% of their income on housing

HOUSEHOLDS
2,762 non-family households (55% of all households)
940 families are headed by females (42% of all families)

HOUSING STOCK
5,673 housing units
49% owner-occupied units (2,441)
12% vacant units (655)

HEALTH
83.1 average life expectancy (years)
## Madisonville 2016 Highlights

**Lead Organization:** Madisonville Community Urban Redevelopment Corporation (MCURC)

### Outcomes

<table>
<thead>
<tr>
<th>Action/Outcome</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Madisonville partners and our neighborhood elementary school, John P. Parker, are closely connected and share common goals.</td>
</tr>
<tr>
<td>B</td>
<td>Madisonville residents are connected with job readiness workshops and employment opportunities.</td>
</tr>
<tr>
<td>C</td>
<td>Madisonville values the importance of good health and makes deliberate policy and programming choices to improve residents’ health outcomes.</td>
</tr>
</tbody>
</table>

### Lead Role and Activities

- **MCURC** continues to convene the Madisonville Pipeline on a monthly basis, promotes good work taking place at John P. Parker School, and connects JPP with additional resources, partners, and volunteers.
- **MCURC’s role** is to promote the job readiness and employment counseling services now available through Cincinnati Works at MEAC.
- **MCURC both leads and supports** health and wellness initiatives in Madisonville. Health promotion and event planning around health helps to create a culture in which health outcomes of residents can improve. The new Levine Family Health Center operated by the Cincinnati Health Department at the Children’s Home of Cincinnati.

### Measures

- **348 students** enrolled at John P. Parker School in November 2016 (up slightly from 338 enrolled in November 2015)
- **Baseline of preschool seats set:** 60 at JPP and 463 within 2 miles
- **52% are prepared for kindergarten**
- **27 completed job readiness training** (no previous year number)
- **2 Cincinnati Works participants were employed** (no previous year number)
- **Renovation of the Braxton Cann Health Center** is included in the overall Madison and Whetsel development; grant received
- **37 residents participated in the Madisonville 5K** (down from 40 in 2015)
- **Increased events and planning of health promotion activities and infrastructure**
Madisonville 2016 Highlights (cont.)

Outcomes

Madisonville is perceived as a great location in which to invest as a homeowner, business owner, investor, or developer.

Lead Role and Activities

MCURC’s role is to advance the development of Madison and Whetsel, recruit new businesses and support existing businesses, and to look for new opportunities to develop housing.

MCURC works to increase resident participation in the neighborhood by promoting volunteer opportunities, attendance at important meetings and events, and fostering one-on-one leadership development with interested residents.

MCURC leveraged $610,437 in direct support of Place Matters Work Plan activities and $1.24 million more in support of other quality of life improvements not directly tied to the Work Plan.

Measures

- Draft MOU for Madison and Whetsel development; waiting on New Markets Tax Credits
- 11 new businesses open
- Waiting on NOFA contract for new home construction on vacant lots
- Madisonville Community Council attendance averages 50
- 6 residents take new leadership role on Jazz & BBQ Festival planning committee; 3 residents take new leadership role on Madisonville 5K planning committee
- Work is ongoing to create an Ambassador program

2016 LEVERAGE

MCURC maintained 64 partnerships and collaborations and added 29 more.
Price Hill Data Snapshot

34,683 residents
Population decline of 5% between 2000 and 2014 (a loss of 1,705 residents)
29% Black
63% White
7% Hispanic

EDUCATION
55-82% residents have a high school education (age 25 and older)

FINANCIAL STABILITY
33% families live in poverty (2,496)
37% residents live in poverty (12,789)
Poverty rate increase of 80% between 2000 and 2014 (5,691 more people living in poverty)
61% residents live below 200% of poverty level (20,762)
15% unemployed (age 16 and over)

AFFORDABILITY
A person living in poverty spends 60-73% of their income on housing
A median income family spends 22-27% of their income on housing

HOUSEHOLDS
5,726 non-family households (43% of all households)
3,195 families are headed by females (43% of all families)

HOUSING STOCK
16,910 housing units
41% owner-occupied units (5,400)
22% vacant units (3,695)

HEALTH
67-80 average life expectancy (years)
LPH: 66.8, EPH: 70.8, WPH:80.4
**Price Hill 2016 Highlights**

**Lead Organizations:**
Santa Maria Community Services (SMCS) and Price Hill Will (PHW)

### Outcomes

- **Price Hill children** are kindergarten-ready and youth have supports to continue their education.
- **Price Hill families** attain economic health through job and housing stability and successfully integrate into the community.
- **Price Hill families** have access to health services and healthy foods that improve the overall health of the community.

### Lead Role and Activities

- SMCS convenes early childhood providers to promote quality early childhood education, provides home visitation to about 400 households, and coaches two dozen family child care providers. They also support GED instruction at SM Literacy Center West and Education Matters. MYCincinnati is a program of Price Hill Will.
- Santa Maria’s Workforce Development Program connects residents with financial coaching, employment resources and education resources, and assistance with income supports. Price Hill Will and Santa Maria work collaboratively at the EITC/VITA site, with PHW staff serving as the site coordinator.
- SMCS recruits, hires, and trains Block Captains. Price Hill Will manages gardens and garden programming. 2 VISTAs helped manage the gardens and conduct cooking education in 2016. PHW acquired an abandoned lot on Beech for more growing space and continue to work with residents to create their own home gardens through the Grow it Forward program. The Santa Maria Wellness program has two Certified Community Health Workers who offer health screenings and navigation on site.

### Measures

- 95% of 234 children in Promoting Our Preschoolers (POP) 3-5 home visitation program were accessed age appropriate or met goals
- 47 earned GED and 2 earned adult diplomas
- 103 youth are enrolled in MYCincinnati (mid-year)
- 125 employed (up from 92 in 2014)
- 66 increased their income; 38 improved their credit score (up from 48 increasing income and 28 improving credits scores in 2014)
- 419 low- and moderate-income tax filers received the maximum refund from EITC ($755,494 in refunds)
- Healthy Homes: Block by Block expanded to 18 blocks (started 2016 with 10 blocks)
- 4,800 square feet of additional gardens (adding on to 5,008 sf of gardens in 2015)
- 90 of 90 residents served brought chronic diseases under control through the SM Wellness program (73% of program participants are immigrants)
### Price Hill 2016 Highlights (cont.)

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Lead Role and Activities</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Hill is a community of rising property values that attracts investment and redevelopment.</td>
<td>Price Hill Will is redeveloping residential and commercial properties in the community. PHW organized two entrepreneurial education series.</td>
<td>▪ Average sale price: $67,831 (increase of 25% from $54,343 in 2015; Price Hill and Covedale)</td>
</tr>
<tr>
<td>Price Hill fully embraces its urban and culturally unique community and comes together as one while still celebrating its diversity.</td>
<td>Price Hill Will staff assists residents and businesses in setting and achieving neighborhood goals. They also support community events for residents and visitors to help create a positive impression of the community.</td>
<td>▪ Slight increase in diversity of the East Price Hill Improvement Association</td>
</tr>
<tr>
<td></td>
<td></td>
<td>▪ 17% improvement in housing conditions in Cedar Grove between 2015 and 2016</td>
</tr>
<tr>
<td></td>
<td></td>
<td>▪ 18 graduates of entrepreneur basic training</td>
</tr>
<tr>
<td></td>
<td></td>
<td>▪ 3 Price Hill Plan objectives accomplished</td>
</tr>
</tbody>
</table>

#### 2016 LEVERAGE

PHW and SMCS leveraged $3.78 million in direct support of Place Matters Work Plan activities.

#### 2016 PARTNERSHIPS

PHW and SMCS maintained 101 partnerships and collaborations and added 43 more.
Walnut Hills Data Snapshot

5,759 residents
Population **decline of 26% between 2000 and 2014** (a loss of 2,031 residents)

74% Black
22% White
2% Hispanic

**EDUCATION**
78% residents have a high school education (age 25 and older)

**FINANCIAL STABILITY**
45% families live in **poverty** (486)
46% residents live in **poverty** (2,667)

Poverty rate decrease of 4%
**between 2000 and 2014** (100 fewer people living in poverty)

68% residents live below **200% of poverty level** (3,834)
22% unemployed (age 16 and over)

**AFFORDABILITY**
A person living in poverty spends 81% of their income on housing
A median income family spends 27% of their income on housing

**HOUSEHOLDS**
1,927 **non-family households**
(64% of all households)

587 **families are headed by females**
(55% of all families)

**HOUSING STOCK**
4,405 housing units
20% **owner-occupied units** (588)
32% **vacant units** (1,402)

**HEALTH**
69.6 average life expectancy (years)
## Walnut Hills 2016 Highlights

**Lead Organizations:**
Walnut Hills Redevelopment Foundation (WHRF)

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Lead Role and Activities</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong> Educational partners in Walnut Hills do not work in silos and cooperate to focus on specific issues.</td>
<td>WHRF acts as a convening and facilitating partner of school and community representatives. Regular meetings between WHRF staff and Frederick Douglass Elementary continue with the goal of making the school a school of choice.</td>
<td>At the outset of 2016, WHRF wanted to create a mission statement and shared goals that focus on a specific issue for the group. Both of those activities have been put on hold due to staff changes and creative placemaking work underway that can inform education partnerships.</td>
</tr>
</tbody>
</table>
| **B** Walnut Hills residents are employed with sustainable, career pathway jobs. | WHRF works on engagement and outreach for the Job Bank, including recruitment and initial intake of residents and businesses. Mercy Neighborhood Ministries is the workforce development partner for the Job Bank. | - 4 neighborhood businesses connected with the Job Bank
- A new Mercy Neighborhood Ministries one-stop shop should allow for better intake and evaluation |
| **C** Walnut Hills residents have access to affordable, healthy food choices, alternatives for active living, and education about their best chance of living healthier, happier lives. | WHRF focus on health is shifting to food access with the closing of Kroger. A grant will support a Healthy Outreach Coordinator for two years who will be focused on addressing the food access issue. WHRF also supported active living activities including a step challenge and 5K run/walk. | - 12 active partners working to enhance health in the neighborhood
- Participation is up 10% in health activities
- Resident survey completed to determine the effectiveness of health related programs |
Walnut Hills is a neighborhood of choice and provides quality housing opportunities for all income levels.

Walnut Hills is redeveloped in an equitable manner that actively engages both long term and newer residents of Walnut Hills.

WHRF worked with consultants to research the existing housing market and better understand future housing opportunities. WHRF will also be making policy recommendations to minimize the impact of reinvestment on low-income and long-term residents.

Engagement for the WHRF in 2016 was focused on getting residents and stakeholders involved in the Neighborhood Reinvestment Plan. Equity was a specific emphasis in the plan.

Completed the Neighborhood Reinvestment Plan to ensure that change is consistent with the vision of the existing and long-term residents and business owners

3 REACH homes built

Rehab of 44 housing units

WHRF is seeking grant funding to support existing homeowners

Outreach for the Neighborhood Reinvestment Plan shifted to mailings, phone calls, and residents hosting smaller meetings; resulting in better participation in getting plan feedback

2016 LEVERAGE

WHRF leveraged $454,795 in direct support of Place Matters Work Plan activities and $1.94 million more in support of other quality of life improvements not directly tied to the Work Plan.

2016 PARTNERSHIPS

WHRF maintained 33 partnerships and collaborations and added 13 more.
Newport (NEW) Data Snapshot

Lead Organizations:
ReNewport and Brighton Center

15,467 residents
Population decline of 9% between 2000 and 2014 (a loss of 4,002 residents)

8% Black
88% White
4% Hispanic

EDUCATION

77% residents have a high school education (age 25 and older)

FINANCIAL STABILITY

21% families live in poverty (657)
24% residents live in poverty (3,687)
Poverty rate increase of 1% between 2000 and 2014 (46 more people living in poverty)

50% residents live below 200% of poverty level (7,127)
13% unemployed (age 16 and over)

AFFORDABILITY

A person living in poverty spends 73% of their income on housing
A median income family spends 25% of their income on housing

HOUSEHOLDS

3,062 non-family households
(50% of all households)
1,006 families are headed by females
(32% of all families)

HOUSING STOCK

7,609 housing units
51% owner-occupied units (3,312)
17% vacant units (1,296)

HEALTH

n/a average life expectancy (years)
West End (NEW) Data Snapshot

Lead Organization:
Seven Hills Neighborhood Houses

5,716 residents
Population decline of 30% between 2000 and 2014 (a loss of 2,399 residents)
84% Black
13% White
1% Hispanic

EDUCATION
76% residents have a high school education (age 25 and older)

FINANCIAL STABILITY
50% families live in poverty (580)
54% residents live in poverty (3,115)
Poverty rate decrease of 25% between 2000 and 2014 (1,048 fewer people living in poverty)
77% residents live below 200% of poverty level (4,360)
32% unemployed (age 16 and over)

AFFORDABILITY
A person living in poverty spends 65% of their income on housing
A median income family spends 21% of their income on housing

HOUSEHOLDS
1,923 non-family households (62% of all households)
900 families are headed by females (78% of all families)

HOUSING STOCK
4,163 housing units
13% owner-occupied units (397)
26% vacant units (1,081)

HEALTH
69.8 average life expectancy (years)
### Education Highlights

**Kindergarten Readiness***
- Cincinnati Public 58% prepared in 2015-16: 6 percentage points higher than 2014-15 (on-track = scoring 263 or more points on the language and literacy KRA subtest)

**3rd Grade Reading Achievement***
- Cincinnati Public 46% proficient in 2015-16: 28 percentage points lower than 2014-15 (Source: Ohio Department of Education)

**3rd Grade Math Achievement***
- Cincinnati Public 54% proficient in 2015-16: 4 percentage points higher than 2014-15 (Source: Ohio Department of Education)

* Ohio’s Kindergarten Readiness Assessment (KRA) replaced the KRA-L in 2014-15. Ohio’s state test in 3rd grade English arts replaced the Ohio Achievement Assessment in the 2015-16 school year. Trend analysis are not necessarily accurate.
Income Highlights

### Taxes Refunded/Credited to Community

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Avondale</td>
<td>$749,025</td>
<td>$791,123</td>
<td>$806,244</td>
<td>$893,682</td>
<td>$1,021,183</td>
<td>$1,398,237</td>
<td>$1,656,237</td>
<td></td>
</tr>
<tr>
<td>Covington</td>
<td>$289,785</td>
<td>$295,040</td>
<td>$334,575</td>
<td>$395,682</td>
<td>$452,375</td>
<td>$516,240</td>
<td>$612,400</td>
<td>$710,400</td>
</tr>
<tr>
<td>Madisonville</td>
<td>$162,040</td>
<td>$165,000</td>
<td>$169,000</td>
<td>$175,000</td>
<td>$185,000</td>
<td>$227,420</td>
<td>$256,175</td>
<td>$289,429</td>
</tr>
<tr>
<td>Price Hill</td>
<td>$26,975</td>
<td>$32,000</td>
<td>$36,000</td>
<td>$42,000</td>
<td>$48,000</td>
<td>$52,420</td>
<td>$58,175</td>
<td>$66,429</td>
</tr>
<tr>
<td>Walnut Hills</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Taxes refunded and credited to communities at VITA (Volunteer Income Tax Assistance) sites, 2015 income year (Source: United Way of Greater Cincinnati)

### Children Eligible for Free/Reduced-Priced Meals

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Avondale</td>
<td>79%</td>
<td>90%</td>
<td>99%</td>
<td>n/a</td>
<td>81%</td>
<td>81%</td>
<td>98%</td>
<td>100%</td>
</tr>
<tr>
<td>Covington</td>
<td>81%</td>
<td>98%</td>
<td>99%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Madisonville</td>
<td>98%</td>
<td>98%</td>
<td>98%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price Hill</td>
<td>82%</td>
<td>82%</td>
<td>82%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walnut Hills</td>
<td>99%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Cincinnati Public 82% eligible in 2015-16: 10 percentage points higher than the 2014-15 school year (Source: Ohio Department of Education)

### 2014-15 to 2016-17 Parochial Schools

<table>
<thead>
<tr>
<th>School</th>
<th>2014-15</th>
<th>2015-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holy Family</td>
<td>97%</td>
<td>98%</td>
</tr>
<tr>
<td>St. William</td>
<td>67%</td>
<td>74%</td>
</tr>
<tr>
<td>St. Lawrence</td>
<td>70%</td>
<td>86%</td>
</tr>
<tr>
<td>Resurrection</td>
<td>94%</td>
<td>94%</td>
</tr>
<tr>
<td>St. Teresa of Avilia</td>
<td>3%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Taxes refunded and credited to communities at VITA (Volunteer Income Tax Assistance) sites, 2015 income year (Source: United Way of Greater Cincinnati)
**Health Highlights**

**Report Excellent/Very Good Health**
- 52% of Greater Cincinnati adults reported excellent or very good health in 2013 (Source: Interact for Health)

**Report Usual Source of Health Care**
- 82% of Greater Cincinnati adults reported an appropriate source of care in 2013 (Source: Interact for Health)

**Kindergarten Overweight/Obesity Rates**
- 30% of CPS kindergartners overweight/obese in 2016-17; 1 percentage point lower than in 2015-16 (Source: Cincinnati Health Department)

**Life Expectancy**
- Average life expectancy at birth in Cincinnati: 76.7 in Cincinnati (2001-2009, Source: Cincinnati Health Department)

### Data by Location

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Avondale</td>
<td><strong>31%</strong></td>
<td><strong>44%</strong></td>
<td><strong>65%</strong></td>
<td><strong>90%</strong></td>
<td><strong>29%</strong></td>
<td>68.2</td>
</tr>
<tr>
<td>Covington</td>
<td><strong>40%</strong></td>
<td><strong>45%</strong></td>
<td><strong>78%</strong></td>
<td><strong>78%</strong></td>
<td><strong>36%</strong></td>
<td>n/a</td>
</tr>
<tr>
<td>Madisonville</td>
<td><strong>n/a</strong></td>
<td><strong>n/a</strong></td>
<td><strong>n/a</strong></td>
<td><strong>n/a</strong></td>
<td><strong>n/a</strong></td>
<td><strong>83.1</strong></td>
</tr>
<tr>
<td>Price Hill</td>
<td><strong>41%</strong></td>
<td><strong>44%</strong></td>
<td><strong>73%</strong></td>
<td><strong>82%</strong></td>
<td><strong>34%</strong></td>
<td><strong>72.7</strong></td>
</tr>
<tr>
<td>Walnut Hills</td>
<td><strong>n/a</strong></td>
<td><strong>n/a</strong></td>
<td><strong>n/a</strong></td>
<td><strong>n/a</strong></td>
<td><strong>30%</strong></td>
<td><strong>69.6</strong></td>
</tr>
</tbody>
</table>

* Covington overweight/obesity data is for all grades, not just Kindergarten.
## Housing Highlights

<table>
<thead>
<tr>
<th>Housing Units Completed</th>
<th>Housing Market</th>
<th>Foreclosures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing units completed directly by leads or with a partner organization acting as developer</td>
<td>Sale values for homes completed by leads; all community median sales, 2013-2016 (Source: MLS of Greater Cincinnati, NK Board of Realtors)</td>
<td>Working in Neighborhoods (WIN) tracks foreclosures for Cincinnati; Covington numbers from Protect My Kentucky Home (most recent is 2014)</td>
</tr>
</tbody>
</table>

### Housing Units Completed

<table>
<thead>
<tr>
<th>Location</th>
<th>2016</th>
<th>2007-2015</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avondale</td>
<td>none</td>
<td>2 completed; 89 completed in partnership (74 renter-occupied)</td>
<td></td>
</tr>
<tr>
<td>Covington</td>
<td>2016: 7; 4 completed in partnership</td>
<td>2016: 2; 34 completed in partnership</td>
<td></td>
</tr>
<tr>
<td>Madisonville</td>
<td>2016: 2</td>
<td>2007-2015: none</td>
<td></td>
</tr>
</tbody>
</table>

### Housing Market

<table>
<thead>
<tr>
<th>Location</th>
<th>2016</th>
<th>2007-2015</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avondale</td>
<td>2016 average sale price: $114,937 (2 sold)</td>
<td>2015 average sale price: $101,466 (2 sold)</td>
<td>Median Sales Price (2016): $102,000 (218% increase since 2013)</td>
</tr>
<tr>
<td>Covington</td>
<td>2016: 0 sold</td>
<td>2015 average sale price: $232,500 (1 sold)</td>
<td>Median Sales Price (2016): $86,500 (73% increase since 2013)</td>
</tr>
<tr>
<td>Madisonville</td>
<td>2016 average sale price: $112,833 (7 sold)</td>
<td>2015 average sale price: $132,500 (2 sold)</td>
<td>Median Sales Price (2016): $37,000 (95% increase since 2013)</td>
</tr>
<tr>
<td>Price Hill</td>
<td>none</td>
<td>2016: 112</td>
<td>Median Sales Price (2016): $192,500 (16% increase since 2013)</td>
</tr>
<tr>
<td>Walnut Hills</td>
<td>none</td>
<td>2016: 35</td>
<td>Median Sales Price (2016):</td>
</tr>
</tbody>
</table>

### Foreclosures

<table>
<thead>
<tr>
<th>Location</th>
<th>2016</th>
<th>2007-2015</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avondale</td>
<td>472 (6% of total units)</td>
<td>94 (10% of total units)</td>
<td>Foreclosures prevented in 2012: 822 (Protect My Kentucky Home partners)</td>
</tr>
<tr>
<td>Covington</td>
<td>537 (11% of total units)</td>
<td>35 (10% of total units)</td>
<td></td>
</tr>
<tr>
<td>Madisonville</td>
<td>327 (11% of total units)</td>
<td>112 (10% of total units)</td>
<td></td>
</tr>
<tr>
<td>Price Hill</td>
<td>186 (4% of total units)</td>
<td>5 (4% of total units)</td>
<td></td>
</tr>
</tbody>
</table>
# Community Highlights

<table>
<thead>
<tr>
<th>Volunteers</th>
<th>Number of volunteers involved</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partnerships/ Collaboration</th>
<th>Number of partnerships and collaborations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Leverage</th>
<th>Leverage that directly supports Place Matters activities (direct leverage) and leverage of major public and private capital investments (outside leverage)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Avondale

- **Volunteers**: 120, 84, 133, 137
- **Partnerships/Collaboration**: 930, 1,929, 14,041, 2,223
- **Leverage**: 2016 direct leverage: $2.89 million, 2016 outside leverage: $40.48 million

### Covington

- **Volunteers**: 41, 42, 48, 51
- **Partnerships/Collaboration**: 50, 59, 71, 93
- **Leverage**: 2016 direct leverage: $610,437

### Madisonville

- **Volunteers**: 268, 831, 384
- **Partnerships/Collaboration**: 2016 direct leverage: $3.38 million

### Price Hill

- **Volunteers**: 620, 1,333
- **Partnerships/Collaboration**: 2016 direct leverage: $454,795

### Walnut Hills

- **Volunteers**: 293, 1,002
- **Partnerships/Collaboration**: 2016 direct leverage: $1.24 million