Place Matters is Cincinnati’s version of a comprehensive community investment strategy consistent with the LISC Sustainable Communities model. It is being implemented by LISC and the lead organizations in five communities.

Place Matters is a mature program that has created a network of partners that are leveraging millions of dollars annually to catalyze transformative change in their communities.

This program has been implemented during one of the most difficult economic periods in the United States in recent history. The lead organizations are working to stabilize housing markets plagued by foreclosures, support families in poverty, improve education and health outcomes, and maybe most importantly, connect people to their neighbors and nurture true community building.
Since Place Matters began over a decade ago, communities have seen improvements in many areas. In 2015, residents throughout Place Matters communities reported that they feel their streets and neighborhoods are improving. Violent crime has stabilized or declined and fewer foreclosures are occurring each year. Single family home rehabilitations continue to bolster local housing markets with strong comparables in several communities, most recently Avondale. Years of predevelopment work have paid off in 2015 with the completion of large residential multi-family renovations in Walnut Hills and new businesses in Madisonville, and additional transformative projects and new businesses are on the horizon. Several leads have launched new branding to better define their missions and their communities’ images to the public. Price Hill’s recently completed community plan is increasing community organization and outreach. Madisonville has made inroads with their neighborhood school through strong partnerships and a concerted effort to increase enrollment, providing an example of success for other communities to follow.

In spite of the progress that Place Matters communities have seen in 2015, challenges remain. While crime is generally decreasing, isolated high profile incidents help perpetuate negative perceptions of communities. Poverty among families in these communities persists, and more children are becoming eligible for free and reduced lunches. Individual schools continue to struggle academically, and new state testing standards are making it more difficult to study trends.

The Place Matters lead organizations are tasked with creating supportive neighborhoods where families can thrive. Leads play a critical role in engagement, events and creative placemaking, real estate development, and connecting partners. While not necessarily the primary provider around health, education, and workforce development, they are key conveners and connectors. We see that leads are becoming more effectively comprehensive, although struggles remain. They are all under-resourced, and each year face the challenges of finding new partners and new revenue streams.

These communities, along with communities across the country that LISC supports, are demonstrating that this model of comprehensive community development works. They recognize this work is hard and that true community change takes time. The sustainability of this effort depends on the communities themselves and on the leads that are driving change. Supporting the capacity of our leads - through leadership development, staff training, funding support, and operating support - will create transformational change over the long-term.
Recommendations for 2016

Recommendations were developed as part of the 2015 Mid-Year Report, and the year-end findings in this report support them. More information on recommendations can be found in the Place Matters 2015 Mid-Year Report. Leads, LISC, and CBI have made good progress to address the 2015 recommendations, all of which will take more than one year to complete and should continue to be addressed in 2016 Work Plans.

<table>
<thead>
<tr>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop partners into ambassadors for comprehensive community development, Place Matters, and the work of lead organizations.</td>
</tr>
<tr>
<td>Identify resident leadership development opportunities and areas where residents could play an increased role, and connect residents with opportunities.</td>
</tr>
<tr>
<td>Develop a community image to residents and outsiders.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Covington</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluate impact of all activities and staff capacity; consider cutting or delaying activities that aren’t high-impact in achieving CGN’s mission.</td>
</tr>
<tr>
<td>Use launch of brand to re-connect with partners to share CGN’s role and priorities and ask partners to be CGN brand-ambassadors.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Price Hill</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect program clients with information on community events and plan implementation to increase community connectedness.</td>
</tr>
<tr>
<td>Drive plan implementation through staff support of implementation teams and leadership development of team members.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Avondale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain and develop new partnerships to expand ACDC’s housing development capacity while maintaining a focus on the Town Center district.</td>
</tr>
<tr>
<td>Convene health partners to identify existing programs, opportunities for collaboration, and strategies to improve health outcomes.</td>
</tr>
<tr>
<td>Provide organizational development for board and staff, resulting in a clearly defined mission and priorities for ACDC and increased effectiveness and efficiency to achieve its strategic goals.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Madisonville</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure residents and neighborhood stakeholders are engaged throughout the physical redevelopment process.</td>
</tr>
<tr>
<td>Provide an update to the community on all that has been accomplished from the 2012 Quality-of-Life Plan, and use the update as a way to engage new residents and partners.</td>
</tr>
<tr>
<td>Identify resident leadership development opportunities and connect residents.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Walnut Hills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Define relationship with Frederick Douglass Elementary and how the school can be an engagement vehicle for the WHRF.</td>
</tr>
<tr>
<td>Use the creative placemaking platform to increase community connections and inclusion of existing residents that have been hard to reach, including low-income and minority residents.</td>
</tr>
<tr>
<td>Pursue opportunities for developing resident leadership, especially as a part of creative placemaking and in the business district.</td>
</tr>
</tbody>
</table>
This year-end report is the second of two reports assessing 2015 activities. This report includes a quantitative analysis of shared measures and individual community lead outcomes based on full-year achievements.

The companion report, the Place Matters 2015 Mid-Year Report, was released in fall 2015. It includes 2016 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.

The Theory of Change (TOC) was selected as the preferred evaluation tool for lead organizations in 2013. The model has been proven effective in explaining complex interventions such as comprehensive community development. It forces leads to first answer the question, “What does success look like?” It then walks through what it takes to achieve intermediate and early outcomes, the indicators to show when outcomes have been achieved, and finally the activities needed to achieve outcomes. It is also consistent with the collective impact model of backbones.

Most importantly, the TOC establishes a clear storyline of how community change is happening through the work of Place Matters by identifying the relationships between the ultimate outcome, lower level outcomes, measures, and the work of the lead organizations.

This year-end report will highlight community change through quantifiable measures.
Where we are:

<table>
<thead>
<tr>
<th>Lead Organizations (leads)</th>
<th>Avondale Comprehensive Development Corporation (ACDC)</th>
<th>Center for Great Neighborhoods of Covington (CGN)</th>
<th>Madisonville Community Urban Redevelopment Corporation (MCURC)</th>
<th>Price Hill Will (PHW) and Santa Maria Community Services (SM)</th>
<th>Walnut Hills Redevelopment Corporation (WHRF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>16,228 / 12,466 / 12,570</td>
<td>43,270 / 40,640 / 40,776</td>
<td>10,927 / 9,141 / 9,928</td>
<td>36,388 / 33,470 / 35,583</td>
<td>7,790 / 6,405 / 5,902</td>
</tr>
<tr>
<td>Households</td>
<td>6,894 / 5,596 / 5,378</td>
<td>16,257 / 16,703 / 16,857</td>
<td>4,097 / 4,532 / 4,593</td>
<td>14,076 / 13,010 / 13,239</td>
<td>3,847 / 3,337 / 3,038</td>
</tr>
<tr>
<td>Housing Units</td>
<td>8,128 / 7,498 / 7,956</td>
<td>20,448 / 20,063 / 20,160</td>
<td>5,109 / 5,270 / 5,409</td>
<td>16,351 / 16,265 / 16,952</td>
<td>4,386 / 4,445 / 4,458</td>
</tr>
</tbody>
</table>

Note on Census data: 2012 was the last year that the U.S. Census Bureau made data available for partial census tracts (only partly within the City of Cincinnati). Census data after 2012 therefore is no longer available for Price Hill and Madisonville that would allow accurate comparison to years past. For consistency, 2012 data is still the most recent census data used for all communities in this report.
**Part 1 Crime**: Criminal homicide, forcible rape, robbery, aggravated assault, burglary (breaking and entering), larceny-theft, motor vehicle theft, arson

**Part 2 Crime**: Other assaults (simple), forgery and counterfeiting, fraud, embezzlement, stolen property (buying, receiving, possessing), vandalism, weapons (carrying, possessing, etc.), prostitution and commercialized vice, sex offenses (other), drug abuse violations, gambling, offenses against the family and children, driving under the influence, liquor laws, drunkenness, disorderly conduct, vagrancy, all other
Q: What three things do you think need the most change to make your neighborhood great?

A: Top five responses by community:

The Place Matters 2015 Social Capital Survey followed up on the 2013 Survey with many of the same questions, as well as a few additions. 2,070 community members were surveyed in 2015 to find out what they thought was most important in their community and to get their feedback on neighborhood perception, progress in the five focus areas, and social cohesion.

The charts and graphs on this and following pages show how survey respondent perceptions about their neighborhoods have changed since 2013. Questions about overall sense of the street and neighborhood, as well as about specific needs and issues, were posed to community members.

Number of surveys collected by community: Avondale = 387, Covington = 646, Madisonville = 319, Price Hill = 494, Walnut Hills = 224
Social Capital 2015 Survey

Q: All things considered, over the past 12 months would you say your street and your neighborhood are “getting better,” “staying the same,” “getting worse,” or “don’t know/no answer?”

A: Responses by community:

Notable shifts 2013-2015:

- Nearly half of Walnut Hills respondents continue to feel that their neighborhood is improving, with fewer believing it to be getting worse.

- More Price Hill and Madisonville respondents feel that their streets and neighborhoods are getting better than in 2013.

- Avondale saw an increase in respondents who feel their streets and neighborhood are getting worse, results that could be attributed to the timing of the survey in the aftermath of a difficult series of events in the Spring of 2015.
Q: Over the past 12 months, would you say Housing Conditions, Opportunities for Youth, Access to Health Care, and Access to Healthy Food in the neighborhood are “getting better,” “staying the same,” “getting worse,” or “don’t know/no answer?”

A: Responses by community:
Outside Perceptions Survey

In addition to the Place Matters 2015 Social Capital Survey for community members, surveys of outsiders (those who do not live or work in Place Matters communities) were conducted for the first time in 2015. The survey measured overall impressions of the neighborhood, quality of life, safety, events, and expectations for improvement.

The survey can help to explain the impact that events and branding have on the perceptions of outsiders.

Number of surveys collected by community: Avondale = 344, Covington = 66, Madisonville = 73, Price Hill = 117, Walnut Hills = 42 (Children’s Hospital Medical Center sent the survey to employees, accounting for the high number of surveys in Avondale and higher number in Price Hill.)

Q: Please share whether you agree or disagree with the following statements about the community.

Q: How do you hear about what is going on in the community?
# Dashboard Trends

<table>
<thead>
<tr>
<th>Category</th>
<th>Indicator</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Housing</strong></td>
<td>Housing Units Completed</td>
<td>↑ in Avondale, ↑ in Covington, ↑ in Madisonville, ↑ in Price Hill, ↑ in Walnut Hills</td>
</tr>
<tr>
<td></td>
<td>Foreclosures</td>
<td>↓ in Avondale, n/a in Covington, ↓ in Madisonville, ↓ in Price Hill, ↓ in Walnut Hills</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>Kindergarten Readiness*</td>
<td>↑ in Avondale, n/c in Covington, ↓ in Madisonville, ↑ in Price Hill, ↑ in Walnut Hills</td>
</tr>
<tr>
<td></td>
<td>4th grade reading*</td>
<td>↓ in Avondale, ↓ in Covington, ↓ in Madisonville, ↓ in Price Hill, ↓ in Walnut Hills</td>
</tr>
<tr>
<td></td>
<td>4th grade math*</td>
<td>↓ in Avondale, ↑ in Covington, ↑ in Madisonville, ↑ in Price Hill, ↑ in Walnut Hills</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td>Median Income</td>
<td>↓ in Avondale, ↓ in Covington, ↓ in Madisonville, ↓ in Price Hill, ↑ in Walnut Hills</td>
</tr>
<tr>
<td></td>
<td>Children Eligible for Free/Reduced-Price Meals</td>
<td>↑ in Avondale, ↑ in Covington, ↑ in Madisonville, ↑ in Price Hill, n/c in Walnut Hills</td>
</tr>
<tr>
<td></td>
<td>Taxes Refunded</td>
<td>↑ in Avondale, ↑ in Covington, ↑ in Madisonville, ↑ in Price Hill, n/a in Walnut Hills</td>
</tr>
<tr>
<td></td>
<td>Families in Poverty</td>
<td>↑ in Avondale, ↑ in Covington, ↑ in Madisonville, ↑ in Price Hill, ↑ in Walnut Hills</td>
</tr>
<tr>
<td><strong>Health</strong></td>
<td>Report Excellent/Very Good Health</td>
<td>↑ in Avondale, ↑ in Covington, n/a in Madisonville, ↑ in Price Hill, n/a in Walnut Hills</td>
</tr>
<tr>
<td></td>
<td>Report Usual Source of Health Care</td>
<td>↑ in Avondale, n/c in Covington, n/a in Madisonville, ↑ in Price Hill, n/a in Walnut Hills</td>
</tr>
<tr>
<td></td>
<td>Overweight/Obese</td>
<td>↑ in Avondale, n/c in Covington, ↓ in Madisonville, ↓ in Price Hill, ↑ in Walnut Hills</td>
</tr>
<tr>
<td></td>
<td>Life Expectancy</td>
<td>68.2 in Avondale, 83.1 in Madisonville, 72.7 in Price Hill, 69.6 in Walnut Hills</td>
</tr>
<tr>
<td></td>
<td>Leverage</td>
<td>↑ in Avondale, ↑ in Covington, ↑ in Madisonville, ↓ in Price Hill, ↓ in Walnut Hills</td>
</tr>
<tr>
<td><strong>Community</strong></td>
<td>Volunteers</td>
<td>↑ in Avondale, ↑ in Covington, ↓ in Madisonville, ↓ in Price Hill, ↑ in Walnut Hills</td>
</tr>
<tr>
<td></td>
<td>Partnerships/Collaborations</td>
<td>n/c in Avondale, ↑ in Covington, ↑ in Madisonville, ↑ in Price Hill, ↑ in Walnut Hills</td>
</tr>
<tr>
<td></td>
<td>Leverage</td>
<td>↑ in Avondale, ↑ in Covington, ↑ in Madisonville, ↓ in Price Hill, ↓ in Walnut Hills</td>
</tr>
</tbody>
</table>

* Bold Goal

- ↑ = improvement
- ↓ = weakening
- n/a = data or trend not available
- n/c = change of 1% or less or less

Trends track change from current year to most recent previous year of data.

* Ohio’s Kindergarten Readiness Assessment, as well as 4th Grade Reading and Math Assessments, changed for the 2014-2015 school year. Comparison to previous years may not be accurate.

Leverage is generally rising year-over-year in all of the neighborhoods; lower one-year numbers reflect the variability of development funding cycles from year to year and should not be viewed as a weakening trend.
### Housing Highlights

<table>
<thead>
<tr>
<th>Housing Units Completed</th>
<th>Housing units completed directly by leads or with a partner organization acting as developer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing Market</td>
<td>Average sale values for homes completed by leads; median sales overall, 2013-2015 (Source: MLS of Greater Cincinnati, NK Board of Realtors)</td>
</tr>
<tr>
<td>Foreclosures</td>
<td>Working in Neighborhoods (WIN) tracks foreclosures for Cincinnati; Covington numbers from Protect My Kentucky Home</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Avondale</th>
<th>Covington</th>
<th>Madisonville</th>
<th>Price Hill</th>
<th>Walnut Hills</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015 completed: 1; 82 completed in partnership (74 renter-occupied)</td>
<td>2015 completed: 3; 16 completed in partnership</td>
<td>2015 completed in partnership: 1</td>
<td>2015 completed: 6</td>
<td>2015 completed: 30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Housing Market</th>
<th>(average sales of units completed by leads, median sales for whole community)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avondale</td>
<td>2015 average sale price: $115,000</td>
</tr>
<tr>
<td>Covington</td>
<td>2014 average sale price: $95,000</td>
</tr>
<tr>
<td>Madisonville</td>
<td>Median Sales Price (2015): $102,000 (109% increase since 2013)</td>
</tr>
<tr>
<td>Walnut Hills</td>
<td>no owner-occupied homes completed (directly or indirectly)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Foreclosures</th>
<th>Foreclosures prevented in 2012: 822 (Protect My Kentucky Home partners)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>2007</td>
</tr>
<tr>
<td>94</td>
<td>80</td>
</tr>
<tr>
<td>472 total since 2006 (6% of total units)</td>
<td>537 total since 2006 (10% of total units)</td>
</tr>
<tr>
<td>2006</td>
<td>2007</td>
</tr>
<tr>
<td>33</td>
<td>80</td>
</tr>
<tr>
<td>186 total since 2006 (4% of total units)</td>
<td></td>
</tr>
</tbody>
</table>
**Education Highlights**

<table>
<thead>
<tr>
<th>Kindergarten Readiness*</th>
<th>Cincinnati Public 52% prepared in 2014-15*: 8 percentage points higher than 2007-08*; 5 percentage points lower than 2013-2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>4th Grade Reading Achievement*</td>
<td>Cincinnati Public 57% proficient in 2014-15*: 3 percentage points lower than 2007-08; 19 percentage points lower than 2013-2014 (Source: Ohio Department of Education)</td>
</tr>
<tr>
<td>4th Grade Math Achievement*</td>
<td>Cincinnati Public 48% proficient in 2014-15*: 7 percentage points lower than 2007-08; 13 percentage points lower than 2013-2014 (Source: Ohio Department of Education)</td>
</tr>
</tbody>
</table>

* Ohio’s Kindergarten Readiness Assessment, as well as 4th Grade Reading and Math Assessments, changed for the 2014-2015 school year. Trend analysis and side-by-side comparisons to previous years are not necessarily accurate.

**Avondale**

- Kindergarten Readiness*:
  - 2007-08: 38%
  - 2009-10: n/a
  - 2011-12: 45%
  - 2013-14: 50%
  - 2014-15: 50%

**Covington**

- Kindergarten Readiness*:
  - 2013-14: 21%
  - 2014-15: 45%

**Madisonville**

- Kindergarten Readiness*:
  - 2013-14: 46%
  - 2014-15: 47%

**Price Hill**

- Kindergarten Readiness*:
  - 2013-14: 43%
  - 2014-15: 37%

**Walnut Hills**

- Kindergarten Readiness*:
  - 2013-14: n/a
  - 2014-15: 43%

**Average Price Hill Parochial School KRA-L score in 2014-15: 20.0, down from 21.5 in 2013-14 (CPS District average was 19.3 in 2013-14)**

**Two Price Hill parochial schools conducted KRA-L test for 2015-16 school year:**

**Avondale**

- 2007-08: 29%
  - 2009-10: 54%
  - 2011-12: 35%
  - 2013-14: 42%
  - 2014-15: 44%

**Covington**

- 2007-08: 61%
  - 2009-10: 35%
  - 2011-12: 42%
  - 2013-14: 41%
  - 2014-15: 42%

**Madisonville**

- 2007-08: 45%
  - 2009-10: 33%
  - 2011-12: 44%
  - 2013-14: 44%
  - 2014-15: 44%

**Price Hill**

- 2007-08: 58%
  - 2009-10: 31%
  - 2011-12: 58%
  - 2013-14: 36%
  - 2014-15: 37%

**Walnut Hills**

- 2007-08: 15.3
  - 2009-10: 18.8
  - 2011-12: 18.3
  - 2013-14: 19.4
  - 2014-15: 18.7

**Bold Goal**

- Goal: 85% children prepared for kindergarten

---

**Ohio’s Kindergarten Readiness Assessment, as well as 4th Grade Reading and Math Assessments, changed for the 2014-2015 school year. Trend analysis and side-by-side comparisons to previous years are not necessarily accurate.**
**Income Highlights**

- **Median Income**: Cincinnati median household income $33,708 in 2012: 14% lower than in 2000 (adjusted for inflation, Source: 2000 Census, 2012 5-year ACS)
- **Children Eligible for Free/Reduced-Priced Meals**: Cincinnati Public 72% eligible in 2014-15: 12 percentage points higher than 2007-08; no change from 2013-14 (Source: Ohio Department of Education)
**Income Highlights (2 of 2)**

<table>
<thead>
<tr>
<th>Taxes Refunded/ Credited to Community</th>
<th>Taxes refunded and credited to communities at VITA (Volunteer Income Tax Assistance) sites, 2014 income year (Source: United Way of Greater Cincinnati)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Families in Poverty</td>
<td>Cincinnati families in poverty in 2012: 23.7% (Source: 2000 Census, 2012 5-year ACS)</td>
</tr>
<tr>
<td>Unemployment Rate</td>
<td>Cincinnati unemployment rate in 2012 (age 16 and over): 12.0% (Source: 2000 Census, 2012 5-year ACS)</td>
</tr>
</tbody>
</table>

**Avondale** | **Covington** | **Madisonville** | **Price Hill** | **Walnut Hills**
--- | --- | --- | --- | ---
**Families in Poverty** | 33% 42% | 16% 21% | 10% 21% | 33% 46%
--- | --- | --- | --- | ---
--- | --- | --- | --- | ---
**Unemployment Rate** | 13% 21% | 6% 11% | 6% 14% | 6% 16% | 13% 26%
--- | --- | --- | --- | ---
--- | --- | --- | --- | ---
**Taxes Refunded/Credited to Community** | **Avondale** | **Covington** | **Madisonville** | **Price Hill** | **Walnut Hills**
--- | --- | --- | --- | --- | ---
2007 | $749,025 | $289,785 | $1,491,438 | $1,491,438 | n/a (no VITA location in Walnut Hills)
2009 | $870,713 | $1,620,480 | $256,175 | $256,175 | n/a (no VITA location in Walnut Hills)
2011 | $1,162,040 | $245,599 | $704,505 | $704,505 | n/a (no VITA location in Walnut Hills)
2013 | $1,289,785 | $245,599 | $704,505 | $704,505 | n/a (no VITA location in Walnut Hills)
2014 | $1,162,040 | $245,599 | $704,505 | $704,505 | n/a (no VITA location in Walnut Hills)

Cincinnati families in poverty in 2012: 23.7% (Source: 2000 Census, 2012 5-year ACS)
Cincinnati unemployment rate in 2012 (age 16 and over): 12.0% (Source: 2000 Census, 2012 5-year ACS)
## 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**
- 31% of CPS kindergartners overweight/obese in 2014-15; 4 percentage points lower than in 2007-08 (Source: Cincinnati Health Department)

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

### Avondale
- **Report Excellent/Very Good Health**
  - 2010: 31%, 2013: 44%

### Covington
- **Report Usual Source of Health Care**
  - 2010: 65%, 2013: 90%
- **Kindergarten Overweight/Obesity Rates**
- **Life Expectancy**
  - 2009: 72.7

### Madisonville
- **Report Usual Source of Health Care**
  - 2010: 78%, 2013: 78%
- **Kindergarten Overweight/Obesity Rates**
- **Life Expectancy**
  - 2009: 69.6

### Price Hill
- **Report Excellent/Very Good Health**
  - 2010: n/a, 2013: 36%
- **Kindergarten Overweight/Obesity Rates**
- **Life Expectancy**
  - 2009: 70.8

### Walnut Hills
- **Report Excellent/Very Good Health**
  - 2010: n/a, 2013: 50%
- **Kindergarten Overweight/Obesity Rates**
- **Life Expectancy**
  - 2009: 69.6

---

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

<table>
<thead>
<tr>
<th>Volunteers</th>
<th>Number of volunteers involved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnerships/ Collaboration</td>
<td>Number of partnerships and collaborations</td>
</tr>
<tr>
<td>Leverage</td>
<td>Leverage as a direct result of Place Matters and outside leverage from major projects</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Avondale</th>
<th>Covington</th>
<th>Madisonville</th>
<th>Price Hill</th>
<th>Walnut Hills</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Leverage</th>
<th>Total dollars leveraged, direct and indirect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leverage</td>
<td>2015:</td>
<td>2014:</td>
</tr>
<tr>
<td>Avondale</td>
<td>$244,110 ($35.5 million dir.)</td>
<td>$53.6 million total ($223,000 direct)</td>
</tr>
<tr>
<td>Covington</td>
<td>2015: $1.1 million total ($398,153 direct)</td>
<td>2014: $1.1 million total ($952,200 direct)</td>
</tr>
<tr>
<td>Madisonville</td>
<td>2015: $1.4 million total ($44.6 million direct)</td>
<td>2014: $44.6 million total ($7.9 million direct)</td>
</tr>
<tr>
<td>Price Hill</td>
<td>2015: $2 million total ($2 million direct)</td>
<td>2014: $2 million total ($7.9 million direct)</td>
</tr>
<tr>
<td>Walnut Hills</td>
<td>2015: $472,414 total ($398,153 direct)</td>
<td>2014: $1.1 million total ($952,200 direct)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Leverage</th>
<th>Total dollars leveraged, direct and indirect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leverage</td>
<td>2015:</td>
<td>2014:</td>
</tr>
<tr>
<td>Avondale</td>
<td>$244,110 ($35.5 million dir.)</td>
<td>$53.6 million total ($223,000 direct)</td>
</tr>
<tr>
<td>Covington</td>
<td>2015: $1.1 million total ($398,153 direct)</td>
<td>2014: $1.1 million total ($952,200 direct)</td>
</tr>
<tr>
<td>Madisonville</td>
<td>2015: $1.4 million total ($44.6 million direct)</td>
<td>2014: $44.6 million total ($7.9 million direct)</td>
</tr>
<tr>
<td>Price Hill</td>
<td>2015: $2 million total ($2 million direct)</td>
<td>2014: $2 million total ($7.9 million direct)</td>
</tr>
<tr>
<td>Walnut Hills</td>
<td>2015: $472,414 total ($398,153 direct)</td>
<td>2014: $1.1 million total ($952,200 direct)</td>
</tr>
</tbody>
</table>
Avondale 2015 Highlights

**Housing**

ACDC’s strategic focus on the Town Center District is evident by the recent commitment of $49.5 million for reinvestment.

- Uptown Consortium’s Hickory Place town home project is showing market strength in the Burnet Avenue Corridor: first 5 homes sold in 16 days, started second phase (list price $225,000); ACDC completed 1 home (sale price of $115,000)
- Partnered with 7 developers to increase housing investment
- Acquired/demolished 8 residential properties
- Housing strategy focused on Avondale Town Center District

**Education**

ACDC’s youth initiatives expand beyond supporting educational outcomes to workforce training and soft skills development. Efforts to engage parents will strengthen the impact.

- Connected 542 youth with enrichment activities
- Partnered to host 2 college access workshops for Avondale students
- Hosted monthly parent focus groups in partnership with Rockdale Academy and Cincinnati Children’s Hospital

**Income**

Poverty and mobility are significant issues in Avondale. ACDC’s referrals to supportive programs primarily come from Choice residents and not the broader neighborhood.

- Referred 375 Avondale residents to supportive programs (including 292 Avondale Choice residents)
- Connected 6 Avondale residents to work on ACDC development projects
- Supported 15 residents graduating from the Urban League SOAR program

**Health**

ACDC is surrounded by significant health partners, who should be leveraged to build positive health outcomes for Avondale’s residents.

- Communicate weekly with residents regarding neighborhood health initiatives via multiple communication outlets
- Worked with Closing the Health Gap to promote healthy options at Avondale Food Mart, Gabriel’s Place market
- Partnered with UC Health, Bethesda, and Children’s Hospital to host StartStrong conversations and other health initiatives

**Community**

Avondale continues to implement a diverse communication platform that engages partners and residents.

- Distributed 63,400 newsletters; received 20 positive news stories
- Connected 115 resident leaders to training opportunities
- Connected 1,336 residents to safety, education, health initiatives
- Connected 1,862 residents to community events (block parties, education and health forums, celebrations)

**2015 Leverage**

ACDC leveraged $244,110 in direct Place Matters Leverage and $35.5 million in major neighborhood development projects.⁴(MLK/I-71, $25m est.)

**2015 Partnerships**

ACDC maintained 38 partnerships and collaborations.
Covington 2015 Highlights

**HOUSING**

CGN is expanding the scale of housing investment through new partnerships and programs, including Home for Makers and Creative Facades.

- Westside creative placemaking: Creative Facades (6 awards), Look Book design guide for residents, welcome mural
- Collaborated on 3 large-scale reinvestment projects—Goebel Park, City’s housing program, chronic nuisance properties
- Launched new “Home for Makers” program: CGN gets vacant homes, sells to makers to rehab, 2 homes under contract
- Completed 45 demos of blighted homes

**EDUCATION**

Engagement of students and parents at local schools remained steady in 2015.

- Encouraged involvement of 90% of Glenn O. Swing parents
- Provided after school youth leadership programming to 41 students at 2 Covington elementary schools (fall 2015)
- Completed 8 neighborhood based service-learning projects with students
- Hosted BLOCK program for 116 youth (summer, school yr.)

**INCOME**

CGN continues to invest in financial literacy that delivers crucial education to teens and adults in the City. Stronger partnerships allowed CGN to expand their reach in 2015.

- Jobs created in new spaces: 1 full-time and 6 part-time
- Provided financial education to 257 individuals from Gateway College, Holmes HS, Life Learning Center
- Partnered with Life Learning Center to integrate financial education into curriculum
- Prepared 934 income tax returns (supported 34 volunteers), nearly $1.5 million in taxes returned to community

**HEALTH**

CGN supports resident-led health initiatives and joined a pilot initiative that has the potential to make changes in policies and systems that influence health.

- Supported 4 stores in Healthy Corner Store initiative
- Increased participation in community garden to 60 residents
- Supported the Orchard Park Urban Farm (Grow the Cov) to expand urban farming
- Hosted 2 community conversations around health
- Committed to co-chair a LiveWell pilot initiative for Covington, a regional umbrella promoting healthy lifestyles

**COMMUNITY**

CGN’s focus on supporting resident-led associations encourages genuine resident engagement and leads to an increased collective ability to improve quality of life.

- Resident led groups implemented 13 long-term initiatives and 176 short term projects (13,958 residents)
- Awarded 16 Creative Community grants totaling $73,612, nano grants totaling $7,880 (over 1,120 participants)
- Leveraged $406,808 (including $343,190 in Cov200 events)
- Supported 46 resident-led associations and marketing efforts
- Worked closely with CPD to address blight/crime connection

**2015 LEVERAGE**

CGN leveraged $5.4 million in direct Place Matters Leverage and $30.1 million in major neighborhood development projects.

**2015 PARTNERSHIPS**

CGN maintained 42 partnerships and collaborations and added 6 more.
# Madisonville 2015 Highlights

## Housing
- Out of all of the Place Matters communities, Madisonville has the greatest activity in new businesses, with 2 opening in 2015 and 6 planned to open in 2016.

## Education
- Sustained marketing efforts and engagement with John P. Parker elementary school are yielding positive results: increased enrollment and parent attendance at events.

## Income
- MCURC is supporting entrepreneurs by expanding access to training and attracting new businesses and investment through marketing efforts.

## Health
- MCURC is expanding access to active living activities and gardening through partnerships and events. Health activities don’t just promote health, they are connecting residents.

## Community
- Residents and volunteers are engaged in diverse events and activities. To sustain engagement, Madisonville should continue to work with partners to build resident-led leaders.

### 2015 Leverage
- MCURC leveraged $1.4 million in direct Place Matters Leverage and no major neighborhood development projects ($1.8 million in 2013).

### 2015 Partnerships
- MCURC maintained 58 partnerships and collaborations and added 13 more.

- Recruited 2 new business to business districts, commitments for several more to open in 2016
- Partnered to complete 1 home (sale price of $235,000)
- Secured facade improvement grant to be distributed in 2016
- Partnered with PWC to renovate 5 homes ($247,000), addressed 13 nuisance properties (code enforcement), improved 15 properties (KCB’s Arts program)

- Student enrollment at John P. Parker School increased to 343
- Formed new marketing committee with CPS and JPP to coordinate marketing of JPP in community
- Supported creation of Parent Academy at JPP; hosted 6 engagement events (78 parents in attendance)
- CPS committed to add Montessori preschool at JPP, fall 2016
- Supported Madisonville Youth Community Council, 7 events

- Hosted Opportunity Tour and pop-up shop events to recruit entrepreneurial groups and to market the business district
- Hosted a Square 1 training class with 7 entrepreneurs
- Partnered with Walnut Hills and East Walnut Hills to pilot the Hello Home program, promoting small businesses and connecting new residents with one another and Madisonville community

- $941K designated for renovation, expansion of Health Center
- Hosted 3rd Annual 5K, 3 Family Fitness Nights, 8 Tuesdays at the Park (248 participants)
- Launched GO Vibrant walking routes
- Partnered with 500 Gardens to build 241 additional gardens, expanded to support chicken keepers
- Secured Interact for Health funding for Little Duck Creek Plan

- Created and distributed MCURC brochure; distributed 3 newsletter editions; updated MCURC website consistently
- Hosted 16 Beautification Committee events (clean-ups, Adopt-a-Planter campaign, garden tour (326 volunteers)
- Hired a full-time community organizer
- Supported events attracting 800+ attendees (Jazz & BBQ Festival, Madisonville 5K, beautification events)
Price Hill 2015 Highlights

PHW continues its housing strategy, but is increasing its work in business districts and piloting the Homesteading Program to increase homeownership.

- Awarded $122,000 in NBDIP funding to renovate Olden Park
- Partnered to acquire 18 blighted rental units ($300K City)
- Rehabbed 6 homes; 1 under construction, acquired 2 additional homes for pilot Homesteading Program
- Average residential property value increased 26.5% in Incline District, 11.5% in Cedar Grove
- Commercial development resulted in 2 new businesses

SM and PHW have increased capacity to connect students and families with education and other supportive resources and are comprehensively supporting the whole family.

- Engaged 85 students and families in MYCincinnati Ensemble, added tutoring and ACT prep
- Supported 228 families through Every Child Succeeds
- Added 45 homes to Healthy Homes Block by Block (now 11)
- Enrolled 230 students in ESOL classes, 142 children attended enrichment program during classes
- Connected 166 IWC clients with other Santa Maria services

Poverty and unemployment continue to be critical issues facing the community. Finding ways to connect individuals and families with pathways to jobs that can support them is critical.

- Completed 423 income tax returns, $704K+ in taxes returned to the community (24 volunteers IRS certified)
- IWC partnered with GCMI to offer an 8-week business class in Spanish (31 participants, 13 graduates)
- FOC: 163 individuals employed, 110 employment workshop grads, 315 people enrolled
- Provided financial assistance to stabilize housing (10 families)

Connections to health resources and comprehensive case management are accessible to residents of all ages.

- 167 families in Promoting our Preschoolers, 12 providers received lead education training
- 554 people received resources to access medical care
- Connected 493 residents with financial assistance and case management services; screened 162 for high risk diseases
- 89 residents participated in case management through Bienstar
- Grow It Forward established 12 new gardens

Price Hill engagement events and initiatives reflect the diversity of the three neighborhoods, and are aligned with Plan implementation.

- Price Hill Plan approved by neighborhoods, City Council
- Established 7 Plan implementation teams, Steering Committee
- Supported 5 programs to increase diverse connections
- Hosted public space activities that engaged 4,606 residents
- Increased positive earned media mentions of PHW to 89
- Began implementation of LISC creative placemaking grant

- SM and PHW leveraged $2 million in direct Place Matters Leverage, no major neighborhood development projects ($24.8 million in 2013).
- SM and PHW maintained 200 partnerships and collaborations and added 25 more.
Focused physical transformation continues in Peebles Corner. The WHRF demonstrates the ability to leverage public and private funds.

The WHRF is taking initial steps to build relationships with key educational institutions in the neighborhood and continues to build the Youth Ambassador Program.

The WHRF launched the Jobs Task Force to begin to address intergenerational poverty and unemployment. The success of this new initiative should be a primary focus.

Partners have created a new Health Collaborative to support improved health outcomes for residents. Health promotion initiatives and events need to achieve measurable outcomes.

The WHRF is very successful at hosting popular events. Ensuring a diverse set of residents attend events and get engaged in activities should be a top priority.

Partnered with 5 developers on 3 catalytic projects, 5 vacant homes identified for REACH program, 88 residential units under construction (Windsor School), 60 residential units in predevelopment (Paramount Square)

Awarded 3 facade improvement grants, 3 THRIVE grants

Decreased vacancy rate by 10% in commercial corridor

Secured investment of over $900,000 in streetscaping

Engaged 20 youth in the Youth Ambassador Program, partnered with Easter Seals on coordination

Activated a children’s garden at Frederick Douglass Elementary School, with over $25,000 in investment

Working on creating an additional educational school garden near Life Skills High School

Assisted with establishing 6 new businesses in Walnut Hills, with an 80% retention rate for new businesses

Launched Workforce Development group to connect residents with job opportunities on redevelopment projects

25 assessments completed, 7 residents hired (in Trevarren)

Partnered with Mortar to host entrepreneurial training classes (6 WH residents) and Brick 939 Pop Up Market

Supported 38 Health & Wellness Wednesday events with cooking, yoga, urban gardening classes, health screenings

Partnered with Queen City Bike to designate 39 bike friendly destinations in the neighborhood

Supported 5 new or expanded community gardens (8 total)

As part of Interact for Health grant, launched Health Collaborative (7 area organizations, additional volunteers)

Hosted 20+ community events (2 major festivals, 13 activities in the Five Points Alley), 7 Music Off McMillan events

Activated 5 action teams (health, employment, youth engagement and education, safety, and beautification)

Facebook followers increased 38%, Instagram 58%, newsletter reached 14.5% average monthly click rate

Began implementation of LISC creative placemaking grant

WHRF leveraged $398,153 in direct Place Matters Leverage and $74,261 in major neighborhood development projects.

WHRF maintained 34 partnerships and collaborations and added 14 more.