2017 YEAR-END REPORT
Place Matters
Greater Cincinnati/Northern Kentucky

Place Matters is Cincinnati’s comprehensive community investment strategy. It is consistent with the LISC Sustainable Communities model. In the past 10 years, the Place Matters initiative has created a network of partners that leverage millions of dollars annually to catalyze transformative change in their communities.

In 2017, Place Matters added two new communities, bringing the total to seven: Avondale, Covington, Madisonville, Price Hill, and Walnut Hills. Newport (Kentucky), and the West End (Cincinnati).

This report includes 2017 Highlights and Outcome Area Highlights for Education, Income, Health, Housing, and Community.
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 so comparisons back to the start of Place Matters 10 years ago are difficult. Overall, approximately 42% of students attending kindergarten in Place Matters communities were on-track with early learning and development standards in 2016-17, an increase of 7 percentage points when compared with the previous school year. Most of the schools showed a slight increase in scores between the 2015-16 and 2016-17 school years. Where there has been dedicated support of preschooler development and a commitment to expanding preschool access, kindergarten readiness scores have improved. The infusion of resources and attention from the Preschool Promise shows early signs of increasing kindergarten readiness in Place Matters communities by expanding access to quality early childhood education, which will eventually lead to increased educational and workforce development outcomes.

Place Matters ensures individuals and families achieve financial stability:

Taxes refunded and credited to communities at VITA (Volunteer Income Tax Assistance) sites has increased from $1.5 million in 2007 to $5.3 million in 2016; an increase of 164% over 9 years. The West End and Newport (new additions for the 2016 tax period) account for nearly $1.3 million of the total $5.3 million returning to communities. 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 2017, the Avondale Comprehensive Development Corporation connected 186 young people in Avondale with employment opportunities.

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. Fewer very young people were overweight and obese in the 2017-18 school year. The percent of kindergartners that were overweight or obese went down in all but one Place Matters community. The most recent community-wide health data is from Interact for Health’s 2013 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; no data available for Newport and the West End).

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 been successful. Most communities are seeing year-over-year median sales price increases. At $174,900, Walnut Hills had the highest sales price in 2017. At $47,000 Price Hill had the lowest median sales price, but it experienced the largest percentage point increase between 2013 and 2017. 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 engages citizens and partners in community activities:

In 2017, Place Matters lead organizations connected with more than 7,140 volunteers and more than 545 partners on activities that further housing, education, health, and income outcomes.
Recommendations were developed as part of the 2017 Mid-Year Report. The year-end findings in this report support them. More information on recommendations can be found in the Place Matters 2017 Mid-Year Report.

Lead organizations have identified how they will address these recommendations in 2018 Work Plans.

### Overall Recommendations

<table>
<thead>
<tr>
<th>Recommendation</th>
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<tbody>
<tr>
<td>Engage in regional housing policy decision making to expand the supply of quality, affordable housing.</td>
<td>Clearly communicate organization roles, responsibilities, and vision and celebrate successes.</td>
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<tr>
<td>Organizations should ensure staffing levels can provide them with the capacity they need to meet stated objectives. They should also strive to have a staff that reflects the diversity of the communities they serve.</td>
<td>Provide support for resident leadership development.</td>
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Community Recommendations

Avondale

**Recommendation**
Develop a year-end report or publication that communicates ACDC’s accomplishments and role in Avondale. Demonstrating and communicating impact is critical.

**Recommendation**
ACDC should continue to support community engagement efforts as its focus shifts to physical development.

Covington

**Recommendation**
Identify additional opportunities to build on and improve The Center’s relationship with Covington city staff. Take advantage of opportunities to communicate The Center’s work and role with new City Manager.

**Recommendation**
Engage partners in being ambassadors of the work of The Center. Partner ambassadors would share the work and accomplishments of The Center through their networks to reach a broader audience.

Madisonville

**Recommendation**
Work to engage partner organizations, resident-led groups, and new stakeholders in Madisonville to more clearly define and communicate MCURC’s role in Madisonville.

**Recommendation**
Develop a strategy to more effectively communicate MCURC’s role in future physical and real estate development projects in Madisonville.

**Recommendation**
Engage MCURC board members to be active ambassadors for the work of MCURC. Highlight and communicate newly added board members to the broader community.

Newport

**Recommendation**
Identify opportunities for small, visible early wins for the new organization.

**Recommendation**
Develop a strategy for communicating early successes after the completion of the Vision 2025 Quality of Life Plan in order to maintain momentum, and the engagement of residents and volunteers.
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<th>Community Recommendations (cont.)</th>
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<tr>
<td><strong>Price Hill</strong></td>
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<td><strong>Recommendation</strong></td>
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<tr>
<td>Develop a communication strategy to improve internal program-to-program communication at Santa Maria and Price Hill Will, as well as communication between the two agencies and externally to the broader Price Hill community.</td>
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<td><strong>Recommendation</strong></td>
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<td>Evaluate the effectiveness of events hosted by SM and PHW, including how they are advertised, how people are invited, transportation and location, and expected outcomes for attendees.</td>
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<td>Identify opportunities for smaller developers and small business owners to support, have access to, and benefit from physical development in Walnut Hills.</td>
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<td>Evaluate how the WHRF staff and board members roles’ are communicated to residents at community events and meetings. Staff and board members should be recognized as ambassadors of the WHRF.</td>
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<td><strong>Recommendation</strong></td>
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<tr>
<td>Re-engage efforts to connect with Frederick Douglass. Identify opportunities to increase parents’ awareness of the WHRF and what role the organization plays in the neighborhood.</td>
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<td><strong>Recommendation</strong></td>
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<td>Support the Seven Hills board in building their capacity for fundraising to ensure organizational sustainability.</td>
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<tr>
<td><strong>Walnut Hills</strong></td>
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<td>Develop and implement a strategy for tracking program outcomes.</td>
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<td>Tell the story of both present and past successes of Seven Hills. Involve youth in telling their stories to demonstrate the impact of Seven Hills and market the programs of Seven Hills to other youth in the neighborhood.</td>
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<tr>
<td>Identify opportunities for smaller developers and small business owners to support, have access to, and benefit from physical development in Walnut Hills.</td>
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This year-end report is the second of two reports assessing 2017 activities. This report includes a quantitative analysis of shared measures and individual community lead outcomes based on full-year achievements.

It also includes results from the Social Capital Survey conducted in 2017.

The companion report, the Place Matters 2017 Mid-Year Report, was released in fall 2017. It includes 2018 Place Matters initiative-level and community-level recommendations for activities based on a qualitative analysis of partner and stakeholder focus groups, interviews with lead organizations, and Work Plan report updates that reflect activities and progress between January - June 2017.

### 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.
2017 Social Capital Survey Results: Community Priorities

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 2017 Social Capital Survey followed up on the 2013 and 2015 surveys with many of the same questions, as well as a few additions. 2,764 community members were surveyed in 2017 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.

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 = 425, Covington = 656, Madisonville = 329, Price Hill = 788, Walnut Hills = 326, Newport = 94, West End = 146

Moved up into top 5 priorities
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:

Most respondents to the 2017 Social Capital Survey were more positive about the change happening at the neighborhood level than they were with the change happening on their street. When comparing 2015 and 2017 responses across most communities, more respondents in 2017 report that their neighborhood is getting better.
2017 Social Capital Survey Results: Community Conditions

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:
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:
Avondale

Lead Organization:
Avondale Comprehensive Community Development Corporation (ACDC)

COMMUNITY PRIORITIES

The 2017 social capital survey asked community members what three things they thought needed to change the most to make their neighborhood great. These are the top five most common responses. A green box indicates that the priority was new to the top five list in 2017.

- Jobs/Employment
- Safety
- Housing
- Household income stabil.
- Health

2017 LEVERAGE

ACDC leveraged $146,042 in direct support of Place Matters Work Plan activities.

2017 PARTNERSHIPS

ACDC maintained 3 partnerships and collaborations and added 14 more.
## Avondale 2017 Highlights

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Lead Role and Activities</th>
<th>Measures</th>
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<tr>
<td>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 career training for residents.</td>
<td>ACDC connects Avondale youth with information on educational and college readiness information/materials. ACDC was the convener for organizations connected with training and education in Avondale. ACDC connects with school counselors and resource officers to assess the individual educational and social needs of the students.</td>
<td>▪ 490 students participated in Avondale Assemblies (up from 75 in 2016)</td>
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<td>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.</td>
<td>ACDC connects residents to opportunity through outreach and communication. This value-add allows resource providers such as the Urban League, Cincinnati Works, the Community Action Agency, and Easter Seals to have a more effective reach into the neighborhood.</td>
<td>▪ 191 residents connected with workforce development training (down from 218 in 2016)</td>
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<td>Avondale residents have excellent or very good health due to health related activities being coordinated, and residents knowing the major health disparities, providing education and addressing them.</td>
<td>ACDC convenes partners under the Thriving Communities initiative (Interact Act for Health grant) to coordinate health activities in Avondale. Seeing that mental health issues, particularly trauma, presents a barrier to success for many residents, ACDC is now connecting mental health partners to health-related events.</td>
<td>▪ 32% of referred residents completed a workforce development program (new measure)</td>
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<td>▪ 186 youth were connected with employment opportunities, through Avondale Assemblies (new measure)</td>
<td>▪ 1,206 residents participated in Feet in the Street 5K and Million Step Challenge (up from 260 in 2016)</td>
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<td>▪ 71 families were engaged and connected with educational support services (new measure)</td>
<td>▪ 2,747 residents participated in health and active living programs (up from 913 in 2016)</td>
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<td>▪ 157 residents participated in literacy programs (new measure)</td>
<td>▪ 390 residents engaged in mental health services and support (new measure)</td>
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## Avondale 2017 Highlights (cont.)

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<td>Avondale is a neighborhood that has quality housing options and curb appeal for residents of various incomes.</td>
<td>ACDC has entered into an MOU with Uptown Consortium, Inc. (UCI) to establish a working relationship to effectively advance community and economic development in Avondale. ACDC will establish UCI as its primary development partner on real estate investments in Avondale and, as such, will consult with and seek to partner with UCI on all real estate projects.</td>
<td>▪ 7 Avondale Home Improvement Program (AHIP) loan applications approved (new measure)</td>
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<tr>
<td>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.</td>
<td>ACDC leads resident communications in Avondale via weekly phone message, social media posts/videos and newsletters. ACDC community engagement staff also leads collaborative efforts among Avondale social service providers and anchor institutions.</td>
<td>▪ 6 development projects ACDC is actively involved with moving forward (new measure)</td>
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<td>▪ 37 Land Bank properties programmed for productive use (new measure)</td>
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- ▪ 7 Avondale Home Improvement Program (AHIP) loan applications approved (new measure)
- ▪ 6 development projects ACDC is actively involved with moving forward (new measure)
- ▪ 37 Land Bank properties programmed for productive use (new measure)
- ▪ 70 projects/meetings implemented by resident associations (new measure)
- ▪ 1,851 residents were meaningfully engaged in community activities (down from 4,544 in 2016)
- ▪ 36 newsletters were published, 7,106 video views, 81 new social media followers 12 Hood Report newsletters (new measures)
Covington

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

COMMUNITY PRIORITIES
The 2017 social capital survey asked community members what three things they thought needed to change the most to make their neighborhood great. These are the top five most common responses. A green box indicates that the priority was new to the top five list in 2017.

- Housing
- Appearance
- Safety
- Jobs/Employment
- Education

2017 LEVERAGE
CGN leveraged $898,350 in direct support of Place Matters Work Plan activities and $46.8 million more in support of other quality of life improvements not directly tied to the Work Plan.

2017 PARTNERSHIPS
CGN maintained 51 partnerships and collaborations and added 10 more.
Covington 2017 Highlights

Outcomes

Covington is a “learning community” where adults are engaged in lifelong learning and students are actively involved in project-based learning in their neighborhoods.

Lead Role and Activities

CGN delivers the BLOCK leadership development program to 4th and 5th graders. CGN also partners with the Covington Kindergarten Readiness Collaborative to use place-based strategies to improve readiness.

Measures

- 199 youth involved in project-based learning (up from 96 in 2016)
- 257 pre-kindergarten youth and their families reached as part of a nano-grant that challenged residents to find creative ideas to reach families that were not connecting with pre-k resources (new measure)

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.

- 157 demonstrated money management skills (down from 207 in 2016)
- 677 accessed VITA tax services; 200 got EITC benefits (down from 876/262 in 2016)
- 35 people changed their resource management skills (down from 45 in 2016)

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 LiveWell Covington and is now also regional coordinator. They continue to expand access to healthy foods and work with corner stores to increase access to healthy foods and nutrition-based education/economic opportunities; participate in Tobacco Free Northern Kentucky; and increase active physical activity in local parks, trails, and public spaces.

- LiveWell participants: 76 people, 3 schools, 7 work sites (up from 30 people, 2 school committees in 2016)
- 6 nutrition workshops expanded nutrition and food-based education and economic opportunities (new measure)
- 25 opportunities for active use of public spaces (down from 47 in 2016)
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 with small-scale developers to ensure that rehab and infill projects are aligned with neighborhood plans.

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

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

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. |

Lead Role and Activities

| 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 with small-scale developers to ensure that rehab and infill projects are aligned with neighborhood plans. |
| 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

- 6 housing units completed; 16 housing units underway (11 completed and 12 underway in 2016)
- $3.1 million in investment underway in Westside (new measure)
- 500 square feet commercial space completed; 2,900 sq ft underway (15,700 sq ft completed in 2016)
- 171 community involvement projects completed (on par with 172 projects in 2016)
- 9,200 participated in community events (down from 14,715 participants in 2016)
- 122 addresses had criminal nuisance requests, helping to reduce criminal activity that lowers quality of life (down from 153 in 2016)
Madisonville

Lead Organization:
Madisonville Community Urban Redevelopment Corporation (MCURC)

COMMUNITY PRIORITIES

The 2017 social capital survey asked community members what three things they thought needed to change the most to make their neighborhood great. These are the top five most common responses.

- Neighborhood Business Dist.
- Safety
- Appearance
- Jobs/Employment
- Engaged Citizens

2017 LEVERAGE

MCURC leveraged $1.24 million in direct support of Place Matters Work Plan activities and $98.13 million more in support of other quality of life improvements not directly tied to the Work Plan.

2017 PARTNERSHIPS

MCURC maintained 95 partnerships and collaborations and added 11 more.
## Madisonville 2017 Highlights

### Outcomes

Madisonville partners and our neighborhood elementary school, John P. Parker, are closely connected and share common goals, while Madisonville families increasingly choose Parker as a school for their children.

Madisonville residents are connected with job readiness workshops and employment opportunities.

Madisonville values the importance of good health and makes deliberate policy and programming choices to improve residents’ health outcomes.

### Lead Role and Activities

MCURC continues to promote the good work taking place at JPP and suggests opportunities for improved school-community relations. MCURC works to make connections, support John P. Parkers’ (JPP) efforts, and promotes JPP activities. MCURC drives resources to JPP and helps to make community connections.

MCURC’s role is to promote the job readiness and employment counseling services now available through Cincinnati Works at MEAC and other job opportunities throughout the neighborhood. MCURC also hosted a job fair with Skanska and their subcontractors for the Dolce Hotel.

MCURC’s role is to provide opportunities for residents to learn about and participate in opportunities to improve health outcomes on the individual and community-wide levels. MCURC hosts events designed to improve health, ensure the health center expands, and connects residents to helpful resources.

### Measures

- 425 students enrolled at John P. Parker School, including preschool (up from 348 enrolled in November 2016)
- 11 rated quality child care providers (up from 6 in 2016)
- 62% are prepared for kindergarten (up from 52% in 2016)
- 25 residents received employment coaching (on par with 2016)
- 15 residents had a net increase in their income after participating in programs (new measure)
- 2 Cincinnati Works participants were employed (new measure)
- 57 residents participated in the Madisonville 5K (up from 37 in 2016)
- 12 healthy cooking classes were held to engage residents through (new measure)
- Partnered with Cincinnati Health Department to increase awareness of health services available at Braxton Cann Center (new measure)
### Madisonville 2017 Highlights (cont.)

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<td>Madisonville is perceived as a great location in which to invest as a homeowner, business owner, investor, or developer.</td>
<td>MCURC’s role is to advance the development of Madison and Whetsel, recruit new businesses and support existing businesses, and to develop and partner to expand new and rehabbed housing opportunities across a variety of price points.</td>
<td>• Closing date set for Madison and Whetsel development</td>
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<tr>
<td>Madisonville has multiple opportunities to socialize through events and community-building activities and residents are encouraged to take volunteer leadership positions.</td>
<td>MCURC supports and encourages resident-driven projects in order to engage a wide variety of people in neighborhood improvement. They actively supported the Little Duck Creek Trail Task Force, the Strong Cincinnati cooking classes, and the 5k training program and race. In 2017, MCURC also expanded efforts to reach a broader audience so that more residents could be engaged with neighborhood work.</td>
<td>• 3 businesses retained, 6 new businesses (11 new businesses in 2016)</td>
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<td>• Construction will start on 23 homes in 2018</td>
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<td>• Supported six resident-led initiatives (new measure)</td>
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<td>• Madisonville Community Council attendance averages 46 (on par with 2016)</td>
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Price Hill

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

COMMUNITY PRIORITIES
The 2017 social capital survey asked community members what three things they thought needed to change the most to make their neighborhood great. These are the top five most common responses. A green box indicates that the priority was new to the top five list in 2017.

Safety
Engaged Citizens
Appearance
Neighborhood Business Dist.
Housing

2017 LEVERAGE
PHW and SMCS leveraged $7.03 million in direct support of Place Matters Work Plan activities and $12.39 million more in support of other quality of life improvements not directly tied to the Work Plan.

2017 PARTNERSHIPS
PHW and SMCS maintained 119 partnerships and collaborations and added 35 more.
## Price Hill 2017 Highlights

### Outcomes

**Price Hill children** are kindergarten-ready, youth have supports to continue their education, and adults earn GEDs.

**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 overall health in the community.

### Lead Role and Activities

SMCS convenes early childhood providers to promote quality early childhood education, provides home visitation to more than 400 households, and coaches 20 family child care providers. SMCS leads summer Get Ready for Kindergarten events. 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.

The Healthy Homes Block by Block initiative identifies and connects the most isolated and vulnerable children and families. Price Hill Will manages gardens and garden programming. They worked with Turner Farm, KCB, and Urban Earth Farm to develop 4 large sites as public garden space. PHW continues to work with residents to create their own home gardens through the Grow it Forward program. The Santa Maria Wellness program has Certified Community Health Workers who offer health screenings and navigation on site.

### Measures

- **95% of 201 children in Promoting Our Preschoolers (POP) 3-5 home visitation program were accessed age appropriate or met goals** (on par with 2016)
- **69 earned GED** (up from 47 in 2016)
- **120 youth are enrolled in MYCincinnati** (up from 103 in 2016)
- **73 employed** - may reflect under counting due to workforce database transition (down from 125 in 2016)
- **48 increased their income; 38 improved their credit score** (down from 66 increasing income and on par with 38 improving credits scores in 2016)
- **441 low- and moderate-income tax filers received the maximum refund from EITC** (up from 419 filers in 2016)
- **Healthy Homes: Block by Block expanded to 35 blocks** (started 2016 with 10 blocks)
- **87,500 square feet of additional gardens** (26,000 sq ft of gardens in 2016)
- **102 residents brought chronic diseases under control through the SM Wellness program** (up from 90 in 2016)
Price Hill 2017 Highlights (cont.)

Outcomes

Price Hill is a community of rising property values that attracts investment and redevelopment.

Price Hill fully embraces its urban and culturally unique community and comes together as one while still celebrating its diversity.

Lead Role and Activities

Price Hill Will is redeveloping residential and commercial properties in the community. PHW gained control of several vacant retail spaces, built a relationship with an excellent training provider, and developed several very serious prospects for the training-to-business owner pipeline.

Price Hill Will and MYCincinnati staff engaged approximately a dozen parents to form a committee which has met regularly since January and has coordinated 2 events. PHW also supports community events for residents and visitors to help create a positive impression of the community.

Measures

- Average sale price: $78,003 (increase of 15% from $67,831 in 2016; Price Hill and Covedale)
- 5% improvement in housing conditions in Cedar Grove from 2016 to 2017
- Gained control of 3 retail spaces in Lower Price Hill to support local businesses

- PHW-MYCincinnati parent committee was formed (new)
- 34 Price Hill Plan objectives are underway, 6 accomplished (up from 10 underway)
COMMUNITY PRIORITIES
The 2017 social capital survey asked community members what three things they thought needed to change the most to make their neighborhood great. These are the top five most common responses. A green box indicates that the priority was new to the top five list in 2017.

- Jobs/Employment
- Safety
- Housing
- Household income stabil.
- Health

2017 LEVERAGE
WHRF leveraged $860,223 in direct support of Place Matters Work Plan activities and $1.63 million more in support of other quality of life improvements not directly tied to the Work Plan.

2017 PARTNERSHIPS
WHRF maintained 36 partnerships and collaborations and added 25 more.
Walnut Hills 2017 Highlights

Outcomes

Strengthen partnerships in Walnut Hills that help Frederick Douglass Elementary School implement their goals. We would like to make the school a hub of diversity.

Lead Role and Activities

WHRF connects with parents at the Douglass school garden and through a mini-grant program. They have also connected high school and elementary students and formed a Youth Council to help young residents feel engaged.

Measures

- 2 parents engaged with community, as Artist Researcher and mini-grant recipient (new measure)
- 25 high school students connected with Frederick Douglass garden (new measure)

Walnut Hills residents are employed with sustainable, career pathway jobs, paying a livable wage, preferably in Walnut Hills businesses.

WHRF facilitates the development of the tracking mechanism for job bank participants and recruits businesses to participate. Mercy Neighborhood Ministries is the workforce development partner for the Community Resource Coordinator.

Little progress was made in this area in 2017, but the WHRF reports it will be a focus in 2018. They are re-evaluating existing partnerships and researching benefits to employers as well as reasons that businesses can be incentivized to hire residents.

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. We would like to incorporate healthy lifestyle choices with opportunities for increased connection between residents.

WHRF sets the agenda and acts as the fiscal agent for the health collaborative. They are seeking to move the needle on the effects of eating habits on the residents of Walnut Hills as a primary objective, with active living as a secondary objective.

- Planning has started for a health strategy
- 6 new sources of funding for health initiatives (8 sources in 2016)
- 5 new community-led programs to promote healthy eating (2 programs in 2016)
Walnut Hills 2017 Highlights (cont.)

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<th>Lead Role and Activities</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walnut Hills is a neighborhood of choice and provides quality housing opportunities for all income levels.</td>
<td>WHRF leads and partners on housing and commercial development projects, led by the goals identified in the Reinvestment Plan.</td>
<td>• Homeowner toolkit development is underway to help existing homeowners stay in Walnut Hills</td>
</tr>
<tr>
<td>Walnut Hills is redeveloped in an equitable manner that actively engages both long term and newer residents of Walnut Hills. We would like to create a warm, social environment that embraces our diverse population and connects them to each other.</td>
<td>WHRF facilitates programs and recruits community members to design and implement programs. A new Step Van will be a tool for increasing communication with, and interactions between, residents. WHRF started a mini-grant program in 2017 and made 9 awards.</td>
<td>• 8 REACH homes built (up from 3 in 2016)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Financing in place for 45 low-income income housing units</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Vehicle purchased to support News On the Go (new)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 9 mini-grants awarded to support Block parties that increase connections between community members (new measure)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Business Asset Map created to help connect businesses with the community (new)</td>
</tr>
</tbody>
</table>
Newport

Lead Organization:
ReNewport

**COMMUNITY PRIORITIES**

The 2017 social capital survey asked community members what three things they thought needed to change the most to make their neighborhood great. These are the top five most common responses.

- Engaged Citizens
- Education
- Housing
- Appearance
- Arts and Culture

**2017 LEVERAGE**

ReNewport leveraged $41,000 in direct support of Place Matters Work Plan activities.

**2017 PARTNERSHIPS**

ReNewport maintained 13 partnerships and collaborations and added 10 more.
# Newport 2017 Highlights

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Lead Role and Activities</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish a K-12 Magnet Program. Newport Promise.</td>
<td>ReNewport supports education initiatives through the Education Task Force. They bring awareness to programs offered by Newport Independent Schools and other youth/education organizations and support efforts that increase involvement in education goals and the school districts’ goals.</td>
<td>• Continue to build awareness of Newport Promise program, investigated program sustainability</td>
</tr>
<tr>
<td>Economic Development Bus Tour.</td>
<td>ReNewport provides economic development and community development education to government and local businesses to show them the benefits of Place Matters and the potential of economic development projects.</td>
<td>• 15 local businesses, community organizations, local government representatives participated in an economic development bus tour</td>
</tr>
<tr>
<td>Night Light. Go Vibrant. Health Expo.</td>
<td>ReNewport leads the Light Night events and supports GoVibrant and the Health Expo.</td>
<td>• Secured grant of $1,200 to support Light Night events that promote safety</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Completed planning for GoVibrant signs and routes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 100 + attended the Health Expo, providing free health information to residents</td>
</tr>
</tbody>
</table>
### Outcomes

Cleaning vacant lots and painting boarded up buildings. Establishing a historic district for the West Side of Newport. Update vacant housing map.

Mini-Grant Program. Neighborhood Associations Participation. Create a Marketing Committee.

### Lead Role and Activities

ReNewport will work with the Housing Authority and the City of Newport to prioritize and clean up blighted properties. ReNewport is supporting the Westside Citizens Coalition in creating a historic district.

ReNewport supports resident leadership and initiative by supporting resident-led organizations and community-based organizations. They plan to facilitate cross neighborhood communication and increased collaboration across neighborhood boundaries on projects and initiatives.

### Measures

- Started to map vacant housing
- Met with city officials to discuss blighted properties
- Application for Westside historic district submitted

- 6 mini-grants awarded
- 3 community organizations supported
West End

Lead Organization:
Seven Hills Neighborhood Houses (Seven Hills)

COMMUNITY PRIORITIES
The 2017 social capital survey asked community members what three things they thought needed to change the most to make their neighborhood great. These are the top five most common responses.

- Housing
- Safety
- Jobs/Employment
- Neighborhood Business Dist.
- Education

2017 LEVERAGE
Seven Hills leveraged $740,500 in direct support of Place Matters Work Plan activities.

2017 PARTNERSHIPS
Seven Hills maintained 10 partnerships and collaborations and added 21 more.
West End 2017 Highlights

**Outcomes**

Through partnerships, West End schools, children and youth in the West End have access to all they need to improve their academic performance and excel in school.

The West End community knows what jobs are available in the West End and knows the requirements needed to pursue them and are supported in overcoming barriers to find and maintain employment.

West End residents will increase awareness and access to affordable health care and invest and advocate for their families’ health and safety.

**Lead Role and Activities**

Seven Hills utilizes its facility to host classes (Leadership Scholars, Toyota Learning Center, Tried and True Parenting, etc.), trainings (STEPS, W.E. Community Baby Shower, etc.), and after school programming (STEPS, BGCGC, athletics) for parents and children. They increased parent support and classes by becoming a hub for the UWGC-STEPS program and incorporating Tried and True Parenting class.

Seven Hills is building relationships with local businesses and organizations that will hire West End residents. Their facility will be utilized for opportunity and employment fairs, trainings, interviews, and a recruiting site. Seven Hills will work with partners to provide avenues to remove barriers, connect to resources and training, and connect to employers.

Seven Hills assists residents in learning information and having access to affordable health care. They are forming partnerships with local health facilities and doctor’s offices so the community can be better informed of services available to them.

**Measures**

- 32 parents equipped to support their children through parenting classes
- 31 high school seniors supported by Seven Hills programming were enrolled, enlisted, or employed after HS
- 10 adults gain additional education to prepare them
- 15 residents employed
- 22 residents entered training
- 7 residents joined Mortar’s entrepreneurship program
- 8 new health care resources connected with West End residents to improve awareness and access to health care
- 35 residents connected with a primary health care source after health fair
- 30 residents engaged in health advocacy and initiatives
West End 2017 Highlights (cont.)

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Lead Role and Activities</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>The West End community offers opportunities for current residents to rent and become first-time home owners.</td>
<td>Seven Hills convenes housing strategy meetings to identify and link partners, residents, and resources. With the hiring of a development director, they can increase physical residential and commercial redevelopment activity. Seven Hills will work with residents and partnering organizations to ensure that quality affordable housing remains a priority.</td>
<td>• 2 housing development partners identified</td>
</tr>
<tr>
<td>The West End community has a consistent variety of arts, culture and agriculture activities and events that celebrate our rich history, skills, interests, and diversity.</td>
<td>Seven Hills connects events, programs, and partnerships with the West End community. They support community engagement and communication so more residents can be reached and ultimately participate in opportunities, from community events to knowledge about gainful employment and a more healthy lifestyle.</td>
<td>• 12 community events hosted including community movie nights, community baby shower, and health fair</td>
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<tr>
<td></td>
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<td>• 3 events share stories and the history of the West End</td>
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<tr>
<td></td>
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<td>• Launched communication components including WE Acts Newsletter, social media campaign, mailers, door hangers</td>
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</tbody>
</table>
### Education Highlights

#### Kindergarten Readiness*

<table>
<thead>
<tr>
<th>Year</th>
<th>Avondale</th>
<th>Covington</th>
<th>Madisonville</th>
<th>Price Hill</th>
<th>Walnut Hills</th>
<th>Newport</th>
<th>West End</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-08</td>
<td>38%</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>
<tr>
<td>2010-11</td>
<td>50%</td>
<td>61%</td>
<td>62%</td>
<td>61%</td>
<td>63%</td>
<td>75%</td>
<td>9%</td>
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<tr>
<td>2013-14</td>
<td>59%</td>
<td>63%</td>
<td>62%</td>
<td>59%</td>
<td>73%</td>
<td>80%</td>
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<tr>
<td>2016-17</td>
<td>70%</td>
<td>63%</td>
<td>62%</td>
<td>59%</td>
<td>73%</td>
<td>80%</td>
<td>9%</td>
</tr>
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</table>

**Bold Goal**: 85% children prepared for kindergarten

#### 3rd Grade Reading Achievement*

<table>
<thead>
<tr>
<th>Year</th>
<th>Avondale</th>
<th>Covington</th>
<th>Madisonville</th>
<th>Price Hill</th>
<th>Walnut Hills</th>
<th>Newport</th>
<th>West End</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-08</td>
<td>43%</td>
<td>38%</td>
<td>n/a</td>
<td>51%</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
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<tr>
<td>2010-11</td>
<td>30%</td>
<td>43%</td>
<td>37%</td>
<td>51%</td>
<td>38%</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>2013-14</td>
<td>37%</td>
<td>43%</td>
<td>37%</td>
<td>51%</td>
<td>38%</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>2016-17</td>
<td>44%</td>
<td>43%</td>
<td>37%</td>
<td>51%</td>
<td>38%</td>
<td>34%</td>
<td>34%</td>
</tr>
</tbody>
</table>

#### 3rd Grade Math Achievement*

<table>
<thead>
<tr>
<th>Year</th>
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<th>Madisonville</th>
<th>Price Hill</th>
<th>Walnut Hills</th>
<th>Newport</th>
<th>West End</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-08</td>
<td>45%</td>
<td>52%</td>
<td>n/a</td>
<td>51%</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>2010-11</td>
<td>48%</td>
<td>52%</td>
<td>54%</td>
<td>51%</td>
<td>55%</td>
<td>40%</td>
<td>40%</td>
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<tr>
<td>2013-14</td>
<td>54%</td>
<td>52%</td>
<td>54%</td>
<td>51%</td>
<td>55%</td>
<td>40%</td>
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<tr>
<td>2016-17</td>
<td>52%</td>
<td>52%</td>
<td>54%</td>
<td>51%</td>
<td>55%</td>
<td>40%</td>
<td>40%</td>
</tr>
</tbody>
</table>

* 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

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

- **Avondale**: 2014-15 to 2017-18
  - 2014-15: 79%
  - 2015-16: 90%
  - 2016-17: 89%

- **Covington**: 2014-15 to 2017-18
  - 2014-15: n/a
  - 2015-16: 81%
  - 2016-17: 98%

- **Madisonville**: 2014-15 to 2017-18
  - 2014-15: n/a
  - 2015-16: 81%
  - 2016-17: 98%

- **Price Hill**: 2014-15 to 2017-18
  - 2014-15: n/a
  - 2015-16: 82%
  - 2016-17: 96%

- **Walnut Hills**: 2014-15 to 2017-18
  - 2014-15: n/a
  - 2015-16: 90%
  - 2016-17: 91%

- **Newport**: 2014-15 to 2017-18
  - 2014-15: n/a
  - 2015-16: 88%
  - 2016-17: 93%

- **West End**: 2014-15 to 2017-18
  - 2014-15: 87%
  - 2015-16: 98%
  - 2016-17: 93%

#### Taxes Refunded/Credited to Community

- **Avondale**: 2016: $289,785
- **Covington**: 2016: $1,754,726
- **Madisonville**: 2016: $1,754,182
- **Price Hill**: 2016: $1,187,056
- **Walnut Hills**: n/a (no VITA location in Walnut Hills)
- **Newport**: 2016: $617,525
- **West End**: 2016: $663,452

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**Place Matters 2017 Year-End Report**

April 26, 2018 Update
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
28% of CPS kindergartners overweight/obese in 2017-18; 2 percentage points lower than the 2016-17 school year (Source: Cincinnati Health Department)

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

<table>
<thead>
<tr>
<th>Neighbordhood</th>
<th>2010</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avondale</td>
<td>31%</td>
<td>44%</td>
</tr>
<tr>
<td>Covington</td>
<td>40%</td>
<td>45%</td>
</tr>
<tr>
<td>Madisonville</td>
<td>n/a</td>
<td>36%</td>
</tr>
<tr>
<td>Price Hill</td>
<td>41%</td>
<td>44%</td>
</tr>
<tr>
<td>Walnut Hills</td>
<td>n/a</td>
<td>50%</td>
</tr>
<tr>
<td>Newport</td>
<td>65%</td>
<td>90%</td>
</tr>
<tr>
<td>West End</td>
<td>78%</td>
<td>78%</td>
</tr>
</tbody>
</table>

**Bold Goal**
- 70% have excellent/very good health
- 95% have usual source of health care

Covington overweight/obesity data is for all grades, not just kindergarten.
### Health Highlights

<table>
<thead>
<tr>
<th>Location</th>
<th>Life Expectancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avondale</td>
<td>68.2 (2009)</td>
</tr>
<tr>
<td>Covington</td>
<td>n/a</td>
</tr>
<tr>
<td>Madisonville</td>
<td>83.1 (2009)</td>
</tr>
<tr>
<td>Price Hill</td>
<td></td>
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<tr>
<td>Walnut Hills</td>
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<tr>
<td>Newport</td>
<td></td>
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<tr>
<td>West End</td>
<td>69.8 (2009)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sublocations</th>
<th>Life Expectancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Hill</td>
<td></td>
</tr>
<tr>
<td>East PH</td>
<td>72.7 (2009)</td>
</tr>
<tr>
<td>Lower PH</td>
<td>70.8 (2009)</td>
</tr>
<tr>
<td>West PH</td>
<td>66.8 (2009)</td>
</tr>
</tbody>
</table>

<table>
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</tr>
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<tbody>
<tr>
<td>Avondale</td>
<td>83.1 (2009)</td>
</tr>
<tr>
<td>Covington</td>
<td>n/a</td>
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<tr>
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<tr>
<td>Price Hill</td>
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<td>Newport</td>
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<tr>
<td>West End</td>
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</table>

<table>
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<tr>
<th>Sublocations</th>
<th>Life Expectancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Hill</td>
<td></td>
</tr>
<tr>
<td>East PH</td>
<td>69.6 (2009)</td>
</tr>
<tr>
<td>Lower PH</td>
<td>70.4 (2009)</td>
</tr>
<tr>
<td>West PH</td>
<td>66.8 (2009)</td>
</tr>
</tbody>
</table>

April 26, 2018 Update   Place Matters 2017 Year-End Report
## Housing Highlights

### Housing Units Completed
- **Avondale**
  - 2017: none reported
  - 2007-2016 completed: 2; 89 completed in partnership (74 renter-occupied)

- **Covington**
  - 2017 completed: 8
  - 2007-2016 completed: 41; 24 completed in partnership

- **Madisonville**
  - 2017: none reported
  - 2007-2016 completed: 6

- **Price Hill**
  - 2017 completed: 8 completed in partnership
  - 2007-2016 completed: 57; 37 completed in partnership

- **Walnut Hills**
  - 2017: 224 completed in partnership (216 renter-occupied)
  - 2007-2016 completed: 74 (renter-occupied)

- **Newport**
  - 2017: none reported

- **West End**
  - 2017: none reported

### Housing Market

#### Median Sales Price (2017): $115,000
- (136% increase since 2013; down 26% from 2016)

#### Median Sales Price (2017): $117,500
- (135% increase since 2013; up 9% since 2016)

#### Median Sales Price (2017): $114,937
- (2016 average sale price: $112,833; 7 sold)

#### Median Sales Price (2017): $112,300
- (2016 average sale price: $104,000; 36 sold)

#### Median Sales Price (2017): $174,900
- (5% decrease since 2013; down 22% since 2016)

**Median Sales Price (2017): $192,500**
- (7% increase since 2016; down 1% since 2015)

**Median Sales Price (2017): $200,000**
- (11% increase since 2016; down 7% since 2015)

### Foreclosures

- **Avondale**
  - 2017: none reported

- **Covington**
  - 2017: none reported

- **Madisonville**
  - 2017: none reported

- **Price Hill**
  - 2017: none reported

- **Walnut Hills**
  - 2017: none reported

- **Newport**
  - 2017: none reported

- **West End**
  - 2017: none reported

### Foreclosures

**Avondale**
- Foreclosures prevented in 2012: 822 (Protect My Kentucky Home partners)

**Covington**
- Foreclosures prevented in 2012: 822 (Protect My Kentucky Home partners)

**Madisonville**
- Foreclosures prevented in 2012: 822 (Protect My Kentucky Home partners)

**Price Hill**
- Foreclosures prevented in 2012: 822 (Protect My Kentucky Home partners)

**Walnut Hills**
- Foreclosures prevented in 2012: 822 (Protect My Kentucky Home partners)

**Newport**
- Foreclosures prevented in 2012: 822 (Protect My Kentucky Home partners)

**West End**
- Foreclosures prevented in 2012: 822 (Protect My Kentucky Home partners)
Volunteers

<table>
<thead>
<tr>
<th>Avondale</th>
<th>Covington</th>
<th>Madisonville</th>
<th>Price Hill</th>
<th>Walnut Hills</th>
<th>Newport</th>
<th>West End</th>
</tr>
</thead>
<tbody>
<tr>
<td>120</td>
<td>84</td>
<td>133</td>
<td>137</td>
<td>109</td>
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<tr>
<td>930</td>
<td>1,929</td>
<td>12,233</td>
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<td>2013</td>
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</table>

Partnerships/Collaboration

<table>
<thead>
<tr>
<th>Avondale</th>
<th>Covington</th>
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Leverage

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