A comprehensive community investment strategy for Greater Cincinnati

Community Development Society
2012 Annual Conference
THE MODEL – PLACE MATTERS IS COMPREHENSIVE
THE PARTNERS

_Funders:_
- United Way
- Greater Cincinnati Foundation
- SC Ministry Foundation
- Haile Foundation
- The Health Foundation
- NeighborWorks America
- LISC
- PNC
- Chase

_Communities:_
- Avondale
- Price Hill
- Covington, KY.

_Neighborhood support organizations:_
- Center for Great Neighborhoods in Covington
- Price Hill Will and Santa Maria
- The new Avondale Comprehensive Development Corporation

_Intermediaries:_
- LISC
- Community Building Institute

_Public sector:_
- Cincinnati
- Covington, KY
**RESULTS**

**Impact**

Breakthrough, transformational change in all areas of community life.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Output Highlights</th>
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<tbody>
<tr>
<td><strong>HOUSING</strong></td>
<td>Building healthy and stable real estate markets</td>
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<tr>
<td></td>
<td>Units brought to market are selling between 25% and 50% above the market</td>
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<tr>
<td><strong>YOUTH/EARLY CHILDHOOD - EDUCATION</strong></td>
<td>Preparing children, youth and young adults to succeed in school and life</td>
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<td>Kindergarten readiness scores continue to improve, with two schools making significant strides</td>
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<td><strong>FINANCIAL/WORKFORCE - INCOME</strong></td>
<td>Ensuring individuals and families achieve financial stability</td>
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<td>Tax refunds processed through VITA sites have more than tripled, bringing $1.6 million back to residents in 2010.</td>
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<td><strong>HEALTH</strong></td>
<td>Helping individuals live quality lives and achieve maximum health and independence</td>
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<td></td>
<td>Where health has been a focus, BMI numbers have decreased at a higher rate than Cincinnati overall</td>
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<tr>
<td><strong>COMMUNITY ENGAGEMENT</strong></td>
<td>Engaging citizens and partners in community activities</td>
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<tr>
<td></td>
<td>Residents engaged in community activities have increased from 2,018 to 12,971 and the number of partnerships have increased from 17 to 275 (2007-2010)</td>
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</table>
The Price Hill Health Center:

- **Partners**: Santa Maria, Good Samaritan, Children’s Medical Center, and Tri-Health opened a health center in 2011.

- **Goal**: Increase the number of uninsured individuals using preventative health care services.

- **Results**: In its first year of operation, the health center saw 304 new patients. Santa Maria is now partnering to expand the health center.

- **place matters** is helping individuals live healthy lives and achieve maximum health independence.
LESSONS LEARNED; THE PLACE MATTERS SKILL SET

Deliberate engagement - citizen driven

Create partnerships – alignment

Improve the regulatory and public policy framework

Make use of best practices (do what works, not what doesn’t)

Invest in the capacity of strong lead organizations

Public involvement and alignment of public and private resources creates significant leverage and sometimes “political cover”
CITIZEN ENGAGEMENT

Community organizing is critically important – has to be going on all the time

Always look to bring in new people – especially the one’s you don’t know (and maybe don’t like)

Focus on the assets people bring to the table – ask them to help with what they are good at

Expect something from people – ask for help

Have fun – community should be about celebration as well as getting things done

Don’t forget the kids
PARTNERSHIPS

You don’t have to do everything yourself – look for your partners

Schools, churches and businesses HAVE to be at the table

Think of local government in a supporting role – not as the only game in town

Dwindling resources are going to make this a necessity not an option
PUBLIC POLICY

Understand how the laws, regulations and organizations in your community impact what you care about

Identify what matters most and what a strategy for change might be – find your partners (locally, regionally, statewide)

Ask funders, local businesses, governments and others to join your efforts - be a convener

Don’t burn yourself – be strategic
BEST PRACTICES

Find good models – look nationally AND locally

Visit other communities, get inspired

Ask for help

Evaluate what you are doing and keep asking – is this working? Is someone doing this better?

Know that you will always be making adjustments for your situation, but you are NOT the only one

Do what works and stop doing what doesn't
STRUCTURAL CAPACITY

You have to have some professional support – someone who is thinking about this stuff everyday, all day.

Community work is a real job which requires real training and real skills – and it’s really hard.

Establish strong resident, partner decision-making structure (this work is citizen-led).

Professionals need to be accountable to the community.

Organizations need to have the ability to raise money and do more than just keep the lights on.
ALIGNMENT WITH REGIONAL EFFORTS

Seek out your regional partners (city, county, state, chamber of commerce, united way, local community foundations, local LISC, NeighborWorks)

Find common ground

Get connected – create relationships

Ask for help (money and other support)

Let them use you as a success story
One of many **place matters** successes in **AVONDALE – GABRIEL'S PLACE**

<table>
<thead>
<tr>
<th>BEFORE PLACE MATTERS</th>
<th>• Closing of neighborhood institution</th>
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<tbody>
<tr>
<td>PARTNERSHIPS &amp; COLLABORATORS</td>
<td>• Avondale Community Council, Episcopal church, CAA, Chase, Center for Closing the Health Gap, Cincinnati Zoo, Neihoff Studio, LISC</td>
</tr>
<tr>
<td>THE WORK</td>
<td>• Community engagement, program development, construction</td>
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<tr>
<td>OUTPUTS</td>
<td>• Renovated a landmark building, created community garden and hoop house, community kitchen</td>
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<tr>
<td>OUTCOMES</td>
<td>• Improving community health for obesity and hypertension</td>
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**Moving Forward...**
Integrated model with more extensive programs, engagement, and outcomes
one of many **place matters** successes in **COVINGTON – MINI-GRANT PROGRAM**

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<th>BEFORE PLACE MATTERS</th>
<th>• CGN providing support to 12 neighborhood associations with no dedicated resources</th>
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<tbody>
<tr>
<td>PARTNERSHIPS &amp; COLLABORATORS</td>
<td>• Created partners include; City, CIPS, Vision 2015, NKAPC, CDFC of NKY, 19 neighborhood associations, 5 schools, 30 businesses, 5 churches/civic groups, business associations</td>
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<tr>
<td>THE WORK</td>
<td>• Gardens, youth programs, community arts projects, trail building, “adopt a senior” service, beautification of streets/vacant lots, newsletters, websites, community directories, neighborhood festivals/socials</td>
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<td>OUTPUTS</td>
<td>• $183,000 awarded/$537,000 leveraged, 90 grants awarded, 23 separate grantees</td>
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<td>OUTCOMES</td>
<td>• More community residents engaged and connected, blight removed, increased resident leadership capacity to plan and complete projects, greater confidence and optimism about the future</td>
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**Moving Forward...**
Expand program to national engagement model that leverages more resources and services to more communities
### ONE OF MANY place matters SUCCESSES IN
**PRICE HILL – HOUSING STRATEGY**

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<th>BEFORE PLACE MATTERS</th>
<th>• Two of top three hardest hit neighborhoods in foreclosure crisis</th>
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<td>PARTNERSHIPS &amp; COLLABORATORS</td>
<td>• City, State, LISC, SC Ministry Foundation, Legal Aid, area realtors, Model Management, residents</td>
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<td>THE WORK</td>
<td>• Buy-Improve-Sell, Elberon, home improvement grants, nuisance abatement, pricehillliving.com, video, realtor training</td>
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<td>OUTPUTS</td>
<td>• 88 units improved, $12.6 M leverage</td>
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<td>OUTCOMES</td>
<td>• Protected and improved real estate market by creating new comparables and allow residents to maintain wealth in their homes</td>
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### Improving outcomes in
**INCOME & HOUSING**

**Moving Forward...**
Continue to stabilize housing market and create a companion rental strategy
CONCLUSION

place matters – The Long-Term Model

- Ongoing support to existing community lead organizations
- Support additional neighborhood capacity for planning, organizing
- Help create community lead organizations
- Attract additional resources and funders to the initiative
THANK YOU!

For more information on place matters:

www.place-matters.org

The Community Building Institute, Xavier University

www.xavier.edu/cbi

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