Welcome
Welcome

Andy Meyer

ameyer@oki.org
513-619-7705
Announcements
AICP CM Credits

2.0 Credits

Go to your online CM Log
“APA Ohio Cincinnati Section”
“OKI Regional Planning Forum”
Weigh in on APA Ohio’s updated Policy Platform
Comments due by Feb 21st

Google: APA Ohio Legislative
Oki.org
2050.oki.org by February 28th
2020 Great Tree Summit

Saturday, February 29, 2020
9:00 am to 12:30 pm

Location: Camp Friedlander
581 Ibald Rd, Loveland

Takingroot.info
David J Allor Planning & Zoning Workshop

Anderson Center
March 6, 2020

ohioplanning.org
March 14, 2020
Xavier Cintas Center

My Neighborhood Counts.
Everybody Counts.

investinneighborhoods.org
Connecting the Dots.
A Summit for Hamilton County’s Suburbs

April 8, 2020
Xavier Cintas Center
ODOT Highway Safety Improvement Program

Now No Local Match Required!

Brianne Hetzel
ODOT District 8
513-933-6624
Brianne.hetzel@dot.ohio.gov

Application Deadlines:
April 1 and Sept 1
The State of Comprehensive Planning in the OKI Region

Elements Included:
- Energy
- Public Health
- Capital Improvements
- Intergovt Coordination
- Natural Systems
- Community Character
- Economic Development
- Public Facilities
- Transportation
- Housing
- Land Use

Comp Plans in the OKI Region:
- No Plan: 35 (24%)
- Has a Plan: 110 (76%)

- Current Plan: 54 (37%)
- Not Current: 56 (39%)

92% of Comprehensive Plans are posted online.
OKI Regional Planning Forum

2020 Census Briefing

Erin Peabody, Partnership Specialist
The 2020 Census is required by the Constitution, and the United States has counted its population every 10 years since 1790.
census facts

The 2020 Census will determine how many congressional representatives each state gets.
census facts

2020 Census data will help inform how billions of dollars are distributed to states and communities every year for the next 10 years.
Federal Programs that Allocate Funds Based Upon Decennial Census Data

- Highway Planning and Construction
- Federal Transit Grants
- Business and Industry Loans
- Community Services Block Grants
- Community Facilities Loans/Grants
- Rural Rental Assistance Payments
- Waste and Water Disposal for Rural Communities
- Federal Direct Student Loans
- Federal Pell Grant Program
- Title 1 Grants
- Special Education Grants
- Career and Technical Education
- Cooperative Extension Service
- Special Programs for the Aging
- Vocational Rehabilitation Grants
Federal Programs that Allocate Funds Based Upon Decennial Census Data

- Medicare
- Medicaid
- Supplemental Nutrition Assistance Program
- State Children’s Health Insurance Program
- Low Income Home Energy Assistance
- Crime Victim Assistance
- National School Lunch Program
- National School Breakfast Program
- WIC
- Temporary Assistance for Needy Families
- Section 8 Housing Choice Vouchers
The 2020 Census is Important to the Tri-State Area
Hard-to-Count Census Tracts, OKI
(ROAM app, U.S. Census Bureau)
Hard-to-Count/Hard-to-Reach Groups:

- Children Under the Age of 5
- Families Living in Poverty
- Immigrants and Residents with Low-English Fluency
- College Students
- Renters
- Rural Residents
- Seniors
The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

- Conduct a nation-wide communications and partnership campaign
- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation

Count the Population

- Collect data from all households, including group and unique living arrangements
- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

Establish Where to Count

- Identify all addresses where people could live

Count Everyone Once In the Right Place

Release Census Results

- Process and Provide Census Data
  - Deliver apportionment counts to the President by December 31, 2020
  - Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data
How Can **YOU** Help Shape the Future of Our Region?

By promoting the 2020 Census through your email, website and social media channels...
By joining forces with local partners in your community...
By reminding residents that the Census is SAFE, and that all data are protected by federal law...
By supporting your local 2020 Census Complete Count Committee...
2020 Census Outreach Materials
2020census.gov/en/partners/outreach-materials
Your U.S. Census Bureau Partnership Specialist Can Help!

- Statistics In Schools Program
- Census Solutions Workshops
- Census Create-a-Thons
- Response Rate Challenge Toolkit
Census Data & Economic Development

Travis Gysegem
Manager of Real Estate Research
The Catalytic Fund

- Non-profit real estate finance and development services organization serving Northern Kentucky’s urban core cities
- Mission to improve quality of life, repopulate the urban core, and attract employers to the region
The Catalytic Fund

- $15.5 million investment fund addressing the need for patient capital

- Development services:
  - financial packaging, transaction structuring, site assemblage, grant writing, and real estate and demographic study
Our Investors
The Bradford Building
Our Impact

- Leveraged $10.7 million in direct investment into $286.3 million across 50 projects
  - 700+ residential units
  - 20+ businesses
  - 600,000 ft.² commercial space
  - 170+ hotel rooms
Why is the Census important for regional economic development?
Decennial Census

American Community Survey (ACS)
Census data is the key to the tool shed.
Census Data as a Key

- Used for programs that finance and drive economic development:
  - CDBG funds
  - CDFI capital
  - Opportunity Zones
  - NMTCs
Census Data as a Key Opportunity Zones

- Capital gain tax incentive created to drive investment in select communities
- Eligibility determined by ACS data figures
  - Income, employment
Census Data as a Key New Markets Tax Credit

- Incentivizes private development in underserved communities
- $1.4 billion in downtown Cincinnati development fueled in part by credits
Census data is the hammer driving decision making.
Census Data as a Hammer

- Census data is used in economic models and forecasts
- Informs developers, manufacturers, and businesses where to invest
Census Data as a **Hammer**

*Economic Impact Modeling*

- Models measure impact of investments on local economies
- Models can inform economic incentives that *create jobs*
Census Data as a Hammer

Economic Impact Modeling

REDI Cincinnati & Northern Kentucky Tri-ED Economic Development
...just south of Cincinnati
Census Data as a **Hammer**

**Market Analyses**

- Used to forecast demand for apartment projects before they are financed

- Analyze supply and demand based on census factors
# Multifamily Housing Analysis

## Tapestry Market Segments

<table>
<thead>
<tr>
<th>LifeMode Group</th>
<th>Tapestry Segment Code</th>
<th>Median HH Income</th>
<th>6 yr Annualized Growth</th>
<th>General MF Share</th>
<th>General Renter Share</th>
<th>Core Renter Pool</th>
<th>Core Target MF Renters</th>
<th>Outer Households (+5min)</th>
<th>Net Outer Target MF Renters</th>
<th>Qualified Market Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban Chic</td>
<td>Upscale Avenues</td>
<td>$104,800</td>
<td>3.4%</td>
<td>63%</td>
<td>80%</td>
<td>267</td>
<td>29</td>
<td>1,156</td>
<td>50</td>
<td>78</td>
</tr>
<tr>
<td>Laptops and Lattes</td>
<td>Uptown Individuals</td>
<td>$106,200</td>
<td>2.7%</td>
<td>88%</td>
<td>92%</td>
<td>256</td>
<td>16</td>
<td>1,423</td>
<td>150</td>
<td>577</td>
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<tr>
<td>Metro Renters</td>
<td>Gen Xbaran</td>
<td>$64,300</td>
<td>0.8%</td>
<td>32%</td>
<td>80%</td>
<td>2,528</td>
<td>29</td>
<td>2,843</td>
<td>500</td>
<td>3,240</td>
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<tr>
<td>In Style</td>
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<td></td>
</tr>
<tr>
<td>Emerald City</td>
<td></td>
<td>$80,200</td>
<td>3.4%</td>
<td>52%</td>
<td>57%</td>
<td>617</td>
<td>13</td>
<td>3,146</td>
<td>224</td>
<td>2,700</td>
</tr>
<tr>
<td>Bright Young Professional</td>
<td>Middle Ground</td>
<td>$57,000</td>
<td>0.7%</td>
<td>52%</td>
<td>57%</td>
<td>1,689</td>
<td>125</td>
<td>5,669</td>
<td>224</td>
<td>2,700</td>
</tr>
<tr>
<td>Old and Newcomers</td>
<td></td>
<td>$31,500</td>
<td>0.6%</td>
<td>32%</td>
<td>32%</td>
<td>1,125</td>
<td>556</td>
<td>8,515</td>
<td>705</td>
<td>6,483</td>
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<tr>
<td>Set to Impress</td>
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</tbody>
</table>

1. Core Market income adj, from nat’l median.
2. Target qualified income, N=605.
3. Development timeline (yrs).

Average unit rent: $1,140
Nat’l median HH income: $57,617
Core Market median HH income: $60,920

22
Census data can unlock the tools to make our region more competitive.
Census data can be the hammer to drive development decisions.
Census data can also be a measuring stick.
Census Data as a **Measuring Stick**

**Legislative Representation**

- Reapportionment of legislative seats is perhaps the most important direct result of the Census.

- Urban areas are at a **higher risk of being undercounted**.
State Historic Tax Credits

**OHIO**
- State Cap: $60M
- Project Cap: $5M

**KENTUCKY**
- State Cap: $5M
- Project Cap: $400K
Former IRS Site | Covington, KY
Capital Where It Counts
Greater Cincinnati Counts
2020 Census Complete Count Committee
Chandra Yungbluth, City of Cincinnati, Assistant to the City Manager

Katherine Keough-Jurs, AICP, City of Cincinnati, Director, Department of City Planning
Why is the Census important to Cincinnati / Hamilton County?

What is the CCC?

How can I be an advocate?
Why is the Census important?
Hamilton County had a 77% response rate in the 2010 Census.

This means 23% of our neighbors, family, and friends were not counted.

For every 1 person not counted, Hamilton County stands to lose $1,814.
## Estimated Loss of Federal Funding

### City of Cincinnati
- 2010 participation - 70%
- Estimated 2018 population - 302,605
- Hard to count rate/pop. - 30% or 90,782

### Hamilton County
- 2010 participation - 77%
- Estimated 2018 population - 816,684
- Hard to count rate/pop. - 23% or 187,767

Loss of $1,814 per person, per year

### City of Cincinnati
- $164.4 million per year
- $1.64 billion over 10 years

### Hamilton County (minus Cincinnati)
- $175.9 million per year
- $1.76 billion over 10 years

$3.4 BILLION LOST TO REGION IN TOTAL
$1,814 per person funds...

- Compliance Assistance Repairs for the Elderly
- Tenant Representation
- Housing for people living with HIV/AIDS

- WIC Program
- Child and Adult Care Food Program
- Temporary Assistance for Needy Families

- Highway Planning and Construction
- State and Community Highway Safety

- Maternal and Child Health Services
- Lead Hazard Testing Programs

- Violence Against Women Grants
- Assistance to Firefighters
- Crime Victim Assistance

*Representative. Not an exhaustive list.*
Predicted Non-Response Rates

The higher the %, the harder-to-count.

30.0 – 48.4%
25.0 – 29.9%
20.0 – 24.9%
16.0 – 19.9%
0.0 – 15.9%

Source: US Census Bureau Response Outreach Area Mapper
# Predicted Non-Response Rates

*The higher the %, the harder-to-count.*

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>30.0 – 48.4%</td>
<td>Avondale, Corryville, CUF-Heights, East Price Hill, East Westwood, English Woods, Lower Price Hill, Millvale, Mount Airy, Mount Auburn, North Fairmont, Over-the-Rhine, Pendleton, Queensgate, South Cumminsville, South Fairmont, Roll Hill, West End, Winton Hills</td>
</tr>
<tr>
<td>25.0 – 29.9%</td>
<td>Arlington Heights, Bond Hill, Camp Washington, Carthage, Elmwood Place, Evanston, Golf Manor, Lincoln Heights, Lockland, Madisonville, North Avondale, Sedamsville, Spring Grove, Village, Walnut Hills, Westwood</td>
</tr>
<tr>
<td>20.0 – 24.9%</td>
<td></td>
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<tr>
<td>16.0 – 19.9%</td>
<td></td>
</tr>
<tr>
<td>0.0 – 15.9%</td>
<td></td>
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</tbody>
</table>

Source: US Census Bureau Response Outreach Area Mapper
Hard-to-Count Populations

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- LGBTQ persons
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing
The Complete Count Committee
Greater Cincinnati Counts

A team of over 200 **community, government, faith, non-profit, and business leaders** appointed by Mayor John Cranley & Commissioner Denise Driehaus to develop an **outreach and awareness** campaign for the 2020 Census.

The primary focus of the Complete Count Committee (CCC) is to use every method and available resource to **ensure every Cincinnati and Hamilton County resident is counted** in the 2020 Census.
Responding to the Census is...

... **Important**: Your voice matters and your participation in the 2020 Census ensures your community can receive the funding and support it needs to tackle key issues. Be counted!

... **Easy**: You can respond from anywhere, at any time, using a mobile phone, tablet, laptop, or desktop computer. You just need to be connected to the internet.

... **Safe**: All responses submitted online are encrypted to protect personal privacy. Once responses are received, they are no longer online. Responses cannot be shared with landlords, government agencies or law enforcement.
Our Timeline

**Education**
Through December 2019

**Awareness**
Now – March 2020

**Action**
March - Summer 2020
A Change in Tactic from 2010

In 2010 we focused on general awareness

- Billboards
- T-Shirts
- Bus Wraps
- Banners
- Stickers
- Magnets
- General Social Media
- Big Community Events
A Change in Tactic from 2010

In 2020 we are focusing on:

- Ensuring people are educated with factual and current information
- Focusing on HTC Communities and Non-Response Geographies
- Building relationships and developing partnerships to help turn education into action
- Supporting our partners with materials and other resources
- Being nimble and focusing on Non-Response areas as needed
- Focusing spend on materials or media directed toward HTC or Non-Response
Tactic: Educating with Factual and Current Info

Fear and mistrust of government creates an atmosphere that may result in higher non-response rate.

- Actively correcting misinformation, rumors, conjecture through regular communication
- No Citizenship question
- Information is kept private for 72 years (Title 13) (your landlord or employer cannot access the data)
- Federal Government cannot use data for any reason other than the Census (no ICE, Homeland Security, DOJ, etc.)
Tactic: Focusing on HTC and Non-Response Areas

Spending less time on general Census Awareness and Action, and focusing on where we believe the most significant under-count occurred:

- Non-Response Geographies
- Hard to Count Communities
Tactic: Building Relationships and Partnerships

- CCC Includes influencers, trusted community individuals and groups that represent HTC communities or areas of predicted Non-Response

- Ongoing One-on-One outreach
  - Metro/SORTA
  - CPS
  - Hispanic Chamber
  - Clifton Mosque
  - Spectrum
  - Cincinnati Bell
  - COMPASS
  - All City Departments
  - County Departments
  - Mental Health Coalition
  - Cincinnati/NKY Apartments
Some of Our Partners’ Ideas and Commitments

- Free advertising on busses
- Backpack stuffers
- Translation services for printed materials, voice-overs for videos for Citi-Cable and website
- Special shows on Citi-Cable
- Set-Top Box Targeted Advertising
- Bill Onserts and Inserts
- Home Visits to special immigrant populations
- Newsletter/Eblasts educating about Census (including multiple languages)
- Newsletter/Eblasts educating about Census scams
- Posters and handouts at places where the public interact
- Census response station at Libraries and Rec Centers
- Dedicated outreach to landlords for proxy
- Tablets on Streetcar on Friday nights
- Community Council meetings
- Neighborhood Summit - Theme
- Fire Department Inspection leave-behinds
- Trash can stickies
- 591-6000, Fix it Cincy
Tactic: Supporting our Partners

- Guiding all CCC Members through individual strategy development (one-on-one)
- Integrating Census message into work already being done
- Providing messaging tool kit: graphics, social media posts, email blasts, newsletter articles, letters to the editor, etc.
- Providing hands-on training to practice talking points to encourage action (filling out the census form)
- Providing digital or printed materials when needed (posters, palm cards, flyers) in any needed language
- Attending/Speaking at events and meetings
- After March 12 – providing tablets and phones for easy response
Tactic: Being Nimble with a Non-Response Focus

An online Census will provide us with daily feedback.

- Use ROAM to determine Census Tracts with high Non-Response rate
- Work with community leaders to deploy an immediate outreach strategy
- Work with Spectrum on set-top directed ads
- Sticky notes on garbage cans
- Direct mail if possible
- Tablets and cell phones to existing community events, gathering places with call to action
- Pivot to the next area immediately
Tactic: Direct Spending to HTC or Non-Response

Some spending may be on general awareness, but most will focus on direct outreach to HTC or Non-Response

• Interns and Public Allies
• Targeted Set-top Box Ads
• Printed materials in other languages (Spanish, French, Arabic, Urdu, Nepali, Chinese, etc.)
• Grants for people doing home-visits to HTC populations
How Long Will the Complete Count Committee Work?

CCC and assigned staff all expect to work until the US Census Bureau announces it has stopped accepting Census forms.
How can I be a Census advocate?
Ways to be a Census Advocate

- Spread the word in your community #GreaterCincyCounts
- Stay up to date: Follow @GrtrCincyCounts on Twitter and Greater Cincinnati Counts on Facebook
- Partner with Greater Cincinnati Counts
Greater Cincinnati Counts Resources

- Training materials
- Social media guidance: calendar, graphics, and sample posts
- Logos, graphics and artwork (including customizable logos)
- Event display materials
- Printed materials - palm cards, pledge cards, “I count” stickers
- Robust digital/online media campaign highly targeted at hard to count communities
- TV advertising
- Radio Advertising
- Ongoing press and media communications
- Campus outreach/intern program (spring)
- Use of tablets at public events and hotspots for census survey

www.GreaterCincyCounts.com
Recap: We want a 100% participation rate in the 2020 Census because…

...federal funding distribution is based on Census counts
Federal funds pay for housing, education, health, infrastructure, and other programs. It could make the difference between getting or losing a health clinic, senior center, or job training site.

...Greater Cincinnati deserves fair and accurate political representation
Census data is used to decide how many representatives each state gets in Congress and how congressional districts are drawn. At the state level, Census data is used to draw legislative districts.

  This means communities that are undercounted lose political representation and influence to communities where everyone gets counted.

...we want to show that Greater Cincinnati COUNTS!
Mobilizing around the Census is an opportunity to strengthen leadership and engagement in our community.

  Showcases population growth which is a major sign of the success of villages, towns, and cities.
How Can I Advocate in My Own Community?

• Can you integrate the message of importance, ease, and safety of 2020 Census into work you are already doing?

• US Census Bureau has resources available online at https://2020census.gov/en/partners/complete-count.html

• Can you share the message on social media, websites, email signature lines, in person?

• Can you identify high Non-Response geographies or HTC communities in your jurisdiction?

• What else can you do as a trusted individual in your own life?
How Are You Advocating?

- Examples from Around the Room....
GreaterCincyCounts.com

#GreaterCincyCounts
Facebook: Greater Cincinnati Counts
Twitter: @GrtrCincyCounts
Next Regional Planning Forum
May, 2020

www.rpf.oki.org/