

Bond Hill + Roselawn Plan



*A new shared
community vision
in **Bond Hill** and
Roselawn*

May 2016

Revised May 19, 2016

Bond Hill
Community Council

Roselawn
Community Council



Hamilton County
Land Reutilization Corporation



Port of Cincinnati
DEVELOPMENT DIVISION



Community Building Institute



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Special thanks to the following leaders and staff:

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| | |
|--|--|
| Bond Hill Community Council | J. Powdrill & Associates |
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| Crayons to Computers | Woodward Career Technical High School |
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Introduction

A Shared Community Vision

Over the past two years, neighbors and community partners have been talking about the future of Bond Hill and Roselawn. The first question was whether two distinct neighborhoods, each with its own assets and issues, should create a plan together. After a series of conversations with community leaders, both neighborhoods decided to create a common vision plan. The community vision and specific action implementation strategy in this report are the result of community conversations among hundreds of neighbors, meetings with community leaders, and a shared commitment that the time for positive change in these two neighborhoods is now. This plan identifies issues the communities face, assets available to make change, a common vision for the future, and strategies and partners to get us there.

Key Community Assets

Organized Residents: There is a group of new and long-time community residents in Bond Hill and Roselawn who have stepped up to encourage needed changes. Residents and stakeholders in this community are connected to one another and to the larger community.

Institutional Partners: There is a group of institutional and community partners, including the Port of Greater Cincinnati Development Authority, Mercy Health, churches, the Cincinnati-Hamilton County Community Action Agency (CAA), the ML3 Urban Youth Academy, Maketewah Country Club, Woodward High School and the elementary schools, Crayons to Computers, and others, who have been part of this process and are ready to support its implementation.

Employers: There is a significant employment base in the community that provides the potential for jobs for residents and a new market for housing. The proximity of jobs and employment training is an asset that could further support the economy of the community.

Challenges

Reading Road Corridor: Reading Road is an important corridor to both neighborhoods, and a key connection between them. Strengthening and enhancing the Bond Hill Business District at California Avenue, the Roselawn Business District at Section Road, and MidPointe Crossing at Seymour Avenue are critical to the image and livability of both communities.

Housing: Supporting and enhancing the housing in both communities is a way to ensure that the wealth families have built in their homes is protected, and that old and new residents have a high quality of life in these walkable neighborhoods.

Health and Education: Supporting families and children by ensuring access to quality education and incorporating all aspects of a healthy lifestyle into everyday living are important parts of the vision for a thriving Roselawn and Bond Hill.

Key Calls to Action

Community Development Capacity: To accomplish the vision set out in this process, the community will establish a new lead organization as the key implementation partner. It will support and motivate the many aspects of implementation and help keep all the active partners headed in the same direction. This lead organization will work with the two community councils, individual neighborhood community urban redevelopment corporations (CURCs), and the many other partners that will be active in accomplishing the goals of this plan.

Communication: Creating a communication structure for the two communities that keeps everyone connected and engaged is critical. Making sure that people know what's going on and how they can become part of the change will be essential to everything partners do moving forward.

Physical improvements: Improvements that signal a community turnaround, such as the revitalization of Reading Road, elimination of blighted housing conditions, and highlighting of community spaces and places that make Bond Hill and Roselawn great are important.

These key calls to action are reflected in the Themes and Priorities and Recommendations found later in this report.

Community Profile

Bond Hill and Roselawn are neighborhoods that grew up at the end of World War II. They provided suburban-style housing to newly forming households. The majority of single family and multi-family housing was built between 1940 and 1960. This new housing provided homes for a Jewish population and an emerging African-American middle class which was buying homes and starting families as well.

Today the population of these two neighborhoods, at just over 13,000 people, is somewhat older than the City of Cincinnati and Hamilton County populations overall, and there are fewer young children. While a higher percentage owns their own homes within the two neighborhoods than in Cincinnati overall, the median family income is well below City and County medians. This may mean that homeowners in Bond Hill and Roselawn face financial struggle in maintaining their homes. Foreclosures in these communities have also been a challenge to the housing stock.

Housing

Bond Hill and Roselawn are both full of tree-lined streets with well-built Tudor homes. People have lived in the community for generations and there are many families who have multiple generations and relatives in the area. Home prices are between \$50,000 and \$100,000, depending on size and condition, for a typical single-family home in the oldest parts of the community. Multi-family housing can be found in both neighborhoods, more so in Roselawn and particularly along Reading Road, Seymour Avenue, and Losantiville Avenue. In some cases these units provide great, affordable housing options for people. The Roselawn Village complex was recently designated a historic landmark and is undergoing major renovation. In other cases multi-family units have not been well-maintained and are blighted. This presents a challenge to the community in terms of image and crime. The Villages of Daybreak, a housing development off Langdon Farm Road at Rhode Island, has added hundreds of new single-family detached housing units with land available for more homes. This successful project has brought new homeowners to Bond Hill and demonstrated the market for additional market-rate homes in the area.



Employment and Business Districts

Bond Hill and Roselawn are home to major regional employment clusters. A recent study commissioned by the Port of Greater Cincinnati Development Authority, authored by the University of Cincinnati Economics Center and the Community Design Center, identifies over 75,000 jobs within three miles of the intersection of Reading Road and Seymour Avenue. The top three employment sectors in the area are health care, manufacturing and professional services. There are strong corporate partners in the region in these and other areas. Mercy Health will grow the employment base in the health care sector even



further with the relocation of its headquarters to Bond Hill. Many employers are located at TechSolve, along the Seymour Avenue corridor, and along the I-75 corridor.

The Reading Road corridor is the heart of both neighborhoods. Business districts at California Avenue and Reading Road in Bond Hill and at Summit Road and Reading Road in Roselawn have historically been the commercial hearts of each community. Community gateways at the Norwood Lateral in Bond Hill and at Losantville Avenue in Roselawn, have also influenced the image of each

community. The intersection of Seymour Avenue and Reading Road, just off the I-75 interchange, has been an important commercial district for decades.

Swifton Mall was developed as the first open-air mall in Cincinnati and first opened in 1956. The area has gone through much transition, including being the home of Jordan Crossing and the Community Action Agency. It is now a significant redevelopment opportunity, MidPointe Crossing, owned by the Port of Greater Cincinnati.

Open Space

The Meketewah Country Club is one of the prime open spaces in the community. It has been located on Reading Road in Bond Hill since 1910. Improvements to the Cincinnati Recreation Commission's Roselawn Sports Complex funded by Procter & Gamble Co. and the Cincinnati Reds (including the MLB Urban Youth Academy) are a huge asset to the community and the region. Additional greenspace and recreation areas highlight the Reading Road Corridor, including Bond Hill Park and Bond Hill Recreation Center on the southern end. A newly renovated green space and parking area in Roselawn at the neighborhood business district parking area adds greenspace along a busy corridor and a gathering space in the heart of Roselawn.



Other Planning Activities

Mercy Health and Partners for a Competitive Workforce (PCW) are both working with the communities in support of the Bond Hill + Roselawn Plan:

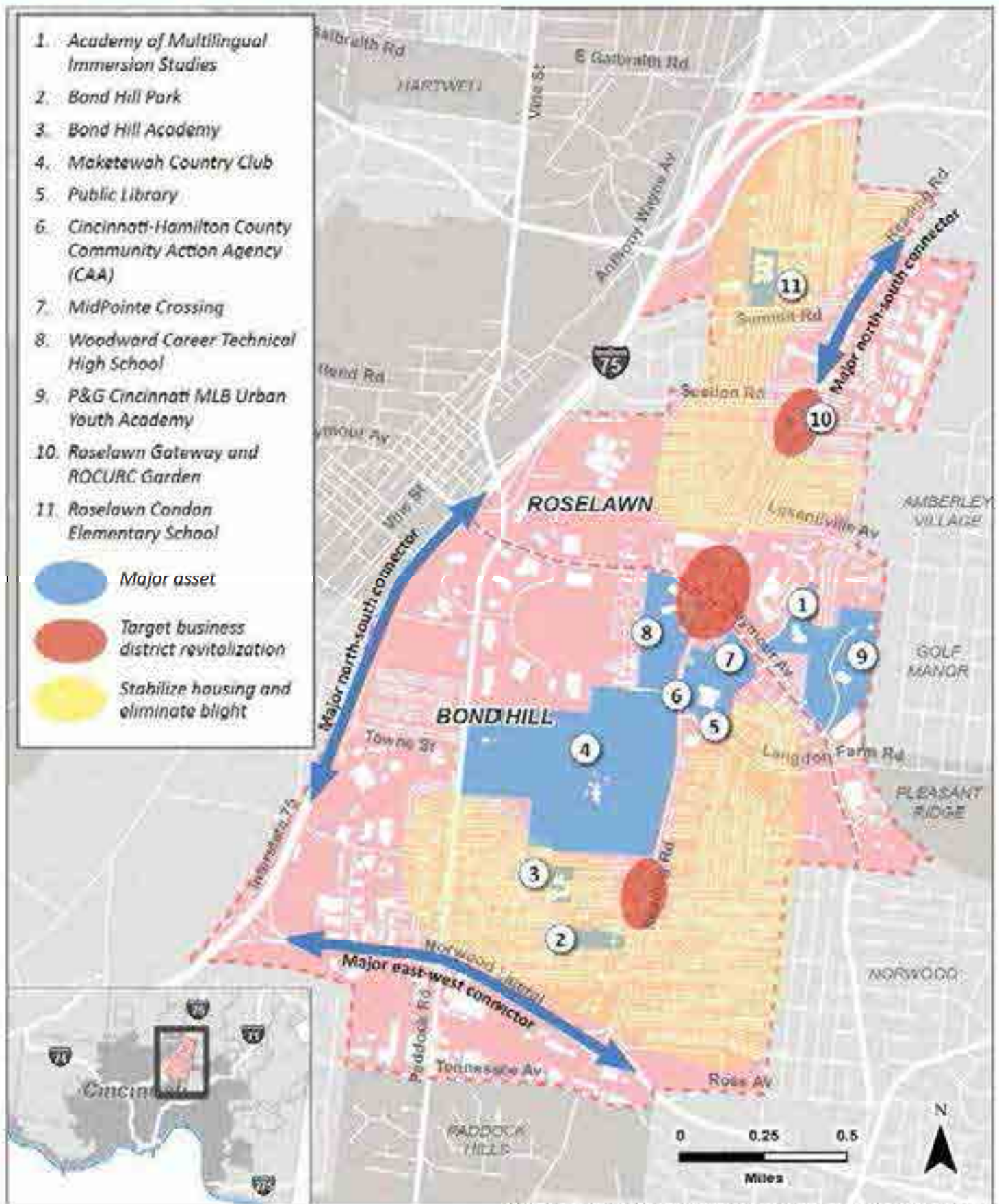
In the spring of 2015, PCW worked with the Community Building Institute to develop place-based strategies that build on the unique assets of a community to help residents get a job, build skills, and move up the career ladder, especially in PCW's target sectors. Bond Hill/Roselawn was one of eight target communities selected to participate in this place-based approach. Bond Hill/Roselawn was selected, in part, due to the presence of the Port Authority and their commitment to working with local community stakeholders in a planning effort to define a common community vision. The recommendations developed from the PCW work have been used in the planning process, to inform the Employment and Business Districts recommendations.



Mercy Health has engaged the Community Building Institute to complete a health survey and engagement activities to establish ongoing relationships with residents and stakeholders in Bond Hill and Roselawn with the goal of improving health outcomes and connecting to the communities in ways that will improve quality of life. This work is aligned with the planning process and the Health and Wellness Work Team.

The following pages contain basic information on the important locations, population, and housing of Bond Hill and Roselawn. The Community Assets map on page 9 provides an overall geographic picture of both neighborhoods and some key locations and corridors. Pages 10 and 11 contain population and housing data derived from the most recently available U.S. Census American Community Survey. Existing land use can also be examined on page 18. Finally, the Public Mapping Exercise Results map found in the Appendix shows the residents' perspective of where important locations, areas in need of improvement, and opportunity sites exist.

Community Assets



Data Source: Cincinnati Area Geographic Information System, 2015

Population

Bond Hill

population **6,822**
-30% since 2000



Roselawn

population **6,925**
+3% since 2000



Bond Hill + Roselawn

population **13,747**
-16% since 2000



Cincinnati Overall

-10% since 2000

Cincinnati Overall



families
1,699



families
1,662



families
3,361



Cincinnati Overall



population
in poverty
1,559

poverty rate
23%

median household
income
\$33,791

unemployment rate
16%

population
in poverty
2,355

poverty rate
36%

median household
income
\$26,326

unemployment rate
16%

population
in poverty
3,914

poverty rate
30%

median household
income
\$30,042

unemployment rate
16%

Cincinnati Overall

poverty rate **31%**

median household
income **\$34,002**

unemployment
rate **13%**

Data Source: U.S. Census Bureau 2014 American Community Survey 5-yr estimate (2010-2014); (Bond Hill comprises full census tracts 63, 64; Roselawn comprises full census tracts 110, 271)

Housing Stock

Bond Hill

total housing units
3,688
occupied units
3,070

■ Owner-Occupied
Units
■ Renter-Occupied
Units



■ Single-Family
■ 2-Family
■ 3 or 4-Family
■ Multi-Family



Roselawn

total housing units
3,714
occupied units
3,098



Bond Hill + Roselawn

total housing units
7,402
occupied units
6,168



Cincinnati Overall



Data Source: U.S. Census Bureau 2014 American Community Survey 5-yr estimate (2010-2014); (Bond Hill comprises full census tracts 63, 64; Roselawn comprises full census tracts 110, 271.)

Process

Community Interviews and Focus Groups

Preliminary conversations began in early 2014 on the possibility of Bond Hill and Roselawn embarking on a shared community vision process. The conversations and interviews brought in community stakeholders and leaders, including community councils, residents, businesses, politicians, schools, and church and social service representatives.

These discussions identified neighborhood assets and opportunities, as well as challenges, and confirmed the desire for both neighborhoods to move forward with a joint visioning process.

Community Conversations

The community planning process began in the spring of 2015 with simple conversations hosted by community members. Over 25 conversations were held, and notes from these conversations were collected and tabulated. Topics were grouped into themes in order to present back to community residents and stakeholders for feedback.



Finding Common Themes

The results of community conversations were presented to the public for feedback and input. Over 75 people attended the first large meeting of the planning process at Woodward Career Technical High School on August 22, 2015. Attendees gathered at tables to discuss topics of particular interest to them. Maps were also available for attendees to mark

up to show important locations in Bond Hill and Roselawn (see Appendix). As a result of feedback at the meeting, two new themes were added to the plan. Residents were also given the opportunity to sign up for volunteer-led work teams which were tasked with digging deeper into the issues that were important to the community.

Developing Recommendations

Each Work Team, chaired by volunteers with assistance from staff of the Community Building Institute, J. Powdall and Associates, and other community partners, met at least three times over the course of several months. The Work Teams were tasked with digging deeper into the issues that the community identified as important. They developed overall Goals, some short-term (this year) and some long-term (5 to 10 years from now). They also specified action steps and partnerships that would help the community to achieve those goals.



Sharing and Feedback

Each of the Work Teams presented their recommendations to the public on December 12th, 2015 at the Allen Temple AME Church. Over 80 people were in attendance. Work Team leaders presented their recommendations and attendees met with Work Team members to ask questions and provide input. The attendees also participated in a sticker exercise to vote for the specific Goals that were priorities to them.



Plan Release

The Community Building Institute has compiled the Work Team recommendations and public feedback in this document in order to comprehensively present the full plan and recommendations to the public. The plan document can also be used by implementation partners and neighborhood leaders as a guide.

Themes and Priorities

The following issues and priorities, organized by theme, came out of Community Conversations, focus groups, and public meetings, and gave the Work Teams a starting point to develop actionable Goals. These priorities represent what the community is most interested in.

Business Districts

- Restaurants
- Business development
- Bus shelter/beautification
- Improving existing businesses
- Locally-owned

Community

- Volunteering and connecting
- Community center
- Community events
- Community networking
- Community and business partner connections

Employment

- New Mercy Health development - match training and skills needs
- Returning citizens from incarceration; rehab, military
- Choosing light manufacturing vs. retail and other businesses
- Bring businesses that use human resources that the community already has
- Use job fair

Health and Wellness

- Educating about health and wellness resources
- Identify key players in mental health field
- Disseminate information
- Develop a mental health committee/network
- Use data analysis to measure effectiveness

Housing

- Foreclosures and declining property values
- Property taxes
- Educating about resources
- Agency, City Council accountability
- Addressing criminal activity

Safety

- More foot patrolling
- More officers
- More activities
- More cameras
- More speed bumps

Youth and Education

- Youth programming
- College and career readiness, apprenticeships
- Substance use and abuse
- Violence
- Building relationships within community with police and fire departments

Overall Goals

Based on the priorities that came out of Community Conversations and public feedback, the Work Teams set about formulating specific overarching goals that would address the community's concerns and priorities. The 17 Goals are summarized below, alphabetized by theme but otherwise in no particular order:

BUSINESS DISTRICTS



- 1 Revitalize and maintain the Reading Road corridor in the Bond Hill and Roselawn business districts.

COMMUNITY



- 2 Volunteering and Connecting: Create an opportunity for Bond Hill and Roselawn to come together in a way that enhances communication, volunteering, and networking across both communities.
- 3 Community Business Partners: Bring the community business partners together to support the efforts of moving Bond Hill and Roselawn communities forward.
- 4 Roselawn and Bond Hill are seeking dedicated community gathering and recreation spaces, which will support the community's effort to physically connect with each other.

EMPLOYMENT



- 5 To develop and create access to employment opportunities matching skill sets with employers' needs; focusing on in-demand industries and occupations.

HEALTH & WELLNESS



- 6 Families are healthy and strong.

HOUSING



- 7 Reduce blighted and problem properties.
- 8 Increase homeownership and diversity of housing options.
- 9 Create a positive community image through organized publicity and other measures.

SAFETY



- 10 Work with residents to identify drug/prostitution hot spots so appropriate action can be taken.
- 11 Work with police to be closer with the community (community needs to step up).
- 12 Work to address social issues that are underlying causes of crime.
- 13 Work to increase beautification/streetscape improvements in the neighborhood/Reading Road.

YOUTH & EDUCATION



- 14 Create a network of meaningful in and out of school experiences for young people in Bond Hill and Roselawn.
- 15 Provide access and information for young people and their families about existing activities and services available to support them.
- 16 Celebrate Our Children! in Bond Hill and Roselawn.
- 17 Lift up and link elementary and high schools to larger community – family centered activities start at school.

Prioritized Goals

On December 12th, 2015, and via an online survey, neighborhood residents and stakeholders were presented with the Work Team's Goals and asked to prioritize them. Each participant was given five votes, which could be used on a single Goal or distributed over several of them. All of these goals are important, but it is useful to see which Goals and Themes currently have the most community interest. Below are the results of that prioritization exercise, showing that each Theme was well-represented overall. Full results can be found in Appendix. *Note: The Safety Goals, formulated at the December 12th meeting, were not part of the full public prioritization exercise and so are not represented below.*

| Rank | Goal |
|------|--|
| 1st |  Revitalize and maintain the Reading Road corridor in the Bond Hill and Roselawn business districts. |
| 2nd |  Reduce blighted and problem properties. |
| 3rd |  Families are healthy and strong. |
| 4th |  To develop and create access to employment opportunities matching skill sets with employer's needs; focusing on in-demand industries and occupations. |
| 5th |  Create a network of meaningful in and out of school experiences for young people in Bond Hill and Roselawn. |
| 6th |  Create a positive community image through organized publicity and other measures. |
| 7th |  Community Business Partners: Bring the community business partners together to support the efforts of moving Bond Hill and Roselawn communities forward. |
| 8th |  Increase homeownership and diversity of housing options. |
| 9th |  Provide access and information for young people and their families about existing activities and services available to support them. |
| 10th |  Volunteering and Connecting: Create an opportunity for Bond Hill and Roselawn to come together in a way that enhances communication, volunteering, and networking across both communities. |
| 10th |  Roselawn and Bond Hill are seeking dedicated community gathering and recreation spaces, which will support the community's effort to physically connect with each other. |
| 12th |  Celebrate Our Children! In Bond Hill and Roselawn. |
| 13th |  Lift up and link elementary and high schools to larger community – family centered activities start at school. |

Recommendations

The Bond Hill + Roselawn Plan recommendations include a Future Land Use Map, Goals and Action Steps, and Implementation.

These recommendations were developed by community members, and are intended to be a road-map for residents, business owners, a new lead organization, city leaders, and local and regional stakeholders to follow as they seek to grow and improve Bond Hill and Roselawn together.

Future Land Use

The map on the following page reflects the communities' preferred future land use pattern. This map should be used to guide potential zoning changes and redevelopment, and to encourage a land use planning process that emphasizes community input, in order to harmonize building projects and promote consistency in construction standards and aesthetics. The process might include review of building heights and setbacks, materials, landscaping, liquor licenses, location of detention basins, and other characteristics. *The Existing Land Use Map can be found in the Appendix.*

Future Land Use Map Key

Industrial

Manufacturing and other light or heavy industrial uses

Institutional Residential

Institutions and support services

Community

Schools, library, Cincinnati-Hamilton County Community Action Agency

Commercial

Auto-oriented, box retail and strip malls, large 'big-box' retail and commercial service uses

Pedestrian Mixed Use

Smaller scale buildings that are close to the sidewalk and engage the street, with a pedestrian-oriented mix of ground floor commercial or office uses, sometimes with residential or office above; supports the Business Districts Work Team recommendation of creating pedestrian friendly centers of activity in targeted areas. Areas with this use type should also be considered for Urban Design Overlay Districts, to allow for increased community oversight of building heights and setbacks, materials, landscaping, and other characteristics.

Moderate Density Residential

Multi-family apartment buildings and complexes

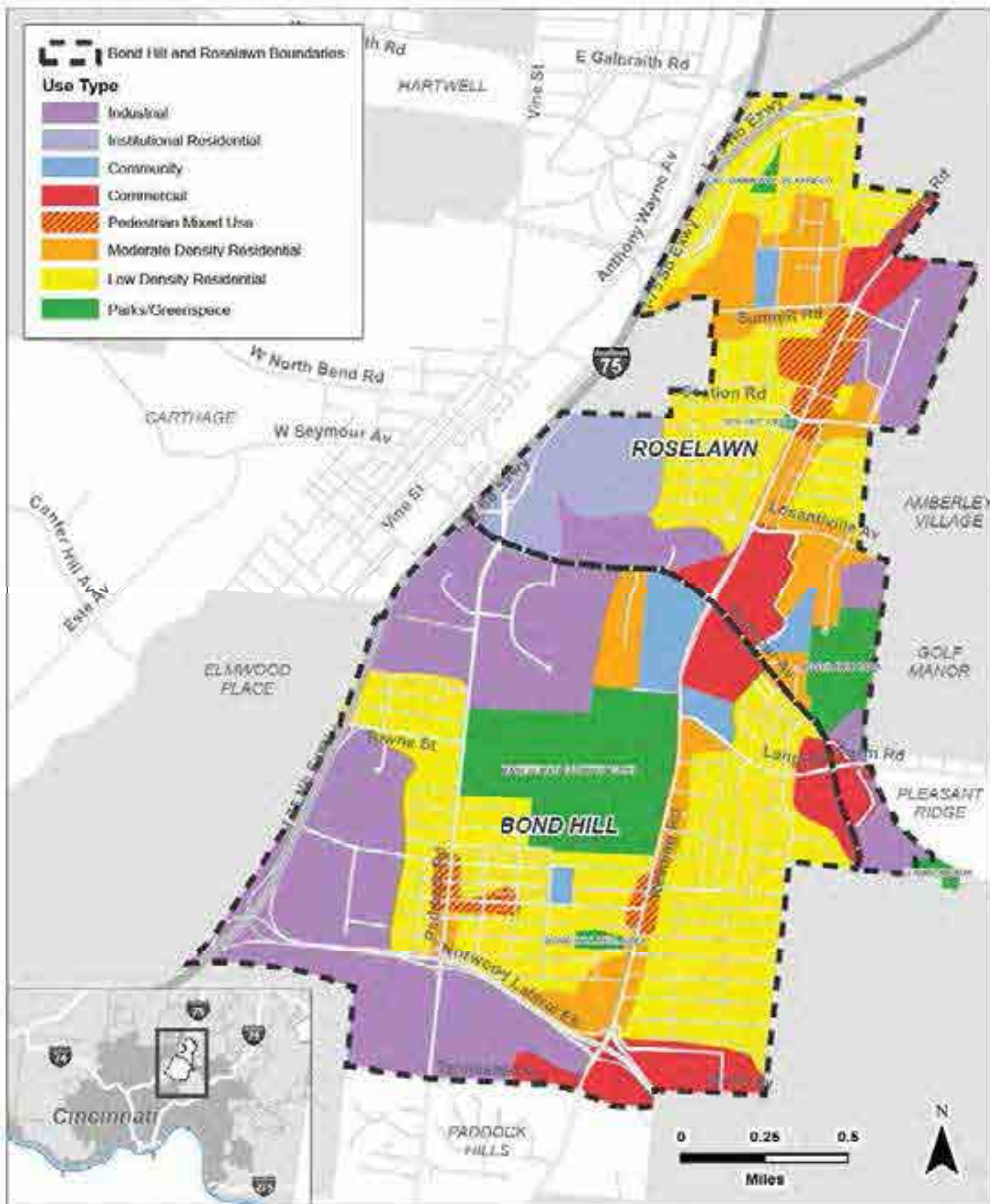
Low Density Residential

Single-family homes, two-family, three-family, and four-family buildings

Parks/Greenspace

Public and private parks and large areas of greenspace

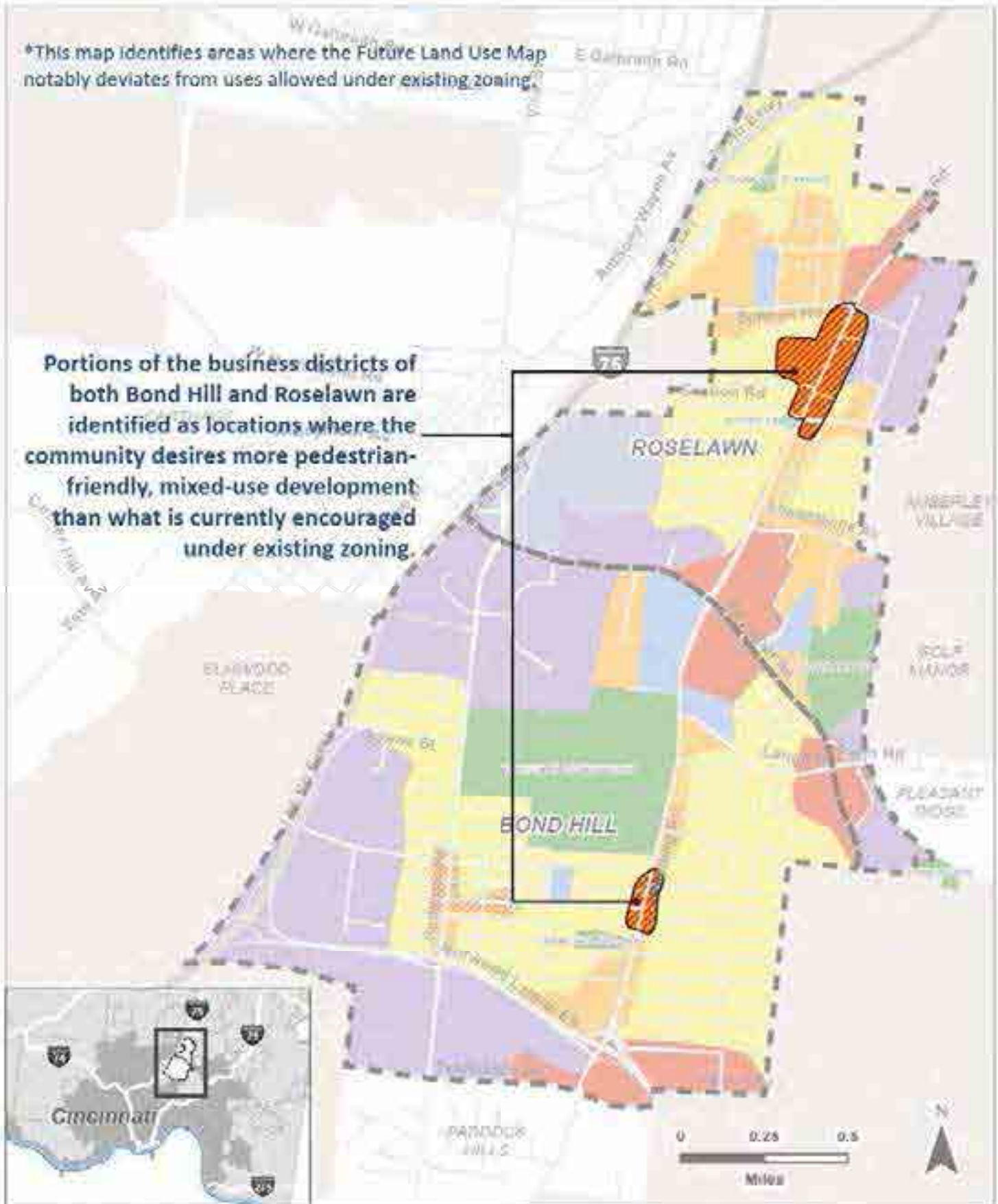
Future Land Use Map



Note: Specific land use boundaries are for illustrative purposes, and are not exact.

Notable Future Land Use Changes*

*This map identifies areas where the Future Land Use Map notably deviates from uses allowed under existing zoning.



Note. Specific land use boundaries are for illustrative purposes, and are not exact.

Goals and Action Steps

The recommendations on the following pages present seventeen broad Goals, organized by theme and followed by more detailed action steps and potential partners. These recommendations include ways to improve the physical condition of the neighborhoods, as well as the health and wellbeing of residents. They address safety and employment concerns, and build on the many assets in both neighborhoods. Communication and capacity building play an important role in many of the recommendations as well.

These recommendations were developed by community members, and are intended to be a road-map for a new lead organization.



GOAL #1:

Revitalize and maintain the Reading Road corridor in the Bond Hill and Roselawn business districts.

ACTION STEPS:

1. Establish a lead organization to lead implementation of Business District recommendations.

- The lead organization would have paid staff, relevant professional expertise, and would work closely with the community and community leadership (including community councils and CURCs) and development partners

2. Lay the groundwork for redevelopment: In the next 5 years, in keeping with Plan Cincinnati, implement a place-based revitalization strategy revolving around walkable centers of activity, specifically the “Four Corners” areas of (a) Reading at California and (b) Reading at Section.

- Focus on 1-2 block initial focus area in each community rather than the entire business district. The focus locations will evolve over time as market conditions change
- The more precise details, such as property-specific actions, will be fleshed out as the lead organization is established – led by the governing board of the lead organization and its executive director
- Complete the design phase and begin seeking funding for significant infrastructure upgrades such as streetscape and traffic calming, parking, stormwater, lighting, etc. to make the business districts more pedestrian friendly
- Work with the City to make changes (as needed) to the zoning in the business districts

3. Facilitate major private investment: In the next 10 years, improve the number and the mix of businesses to serve residents and daytime population.

- Businesses should have a heavy emphasis on food and drink (breakfast, coffee, lunch, fast casual, family friendly/full-service restaurants) and/or light office uses. Targeted uses should complement, rather than compete with, the uses being sought for MidPointe Crossing



- Several key properties (that today are underutilized or vacant) should be significantly renovated and/or demolished and rebuilt within 10 years.
- Make significant infrastructure improvements
- Start, cultivate, and maintain locally-owned and operated businesses
- Increase the number and quality of housing units within 1/4 mile to 1/8 mile of the each business districts within 10 years

4. Engage the community and stakeholders throughout the development process.

- Facilitate community consensus/unity to the extent feasible throughout the redevelopment process
- Support extensive, continuous stakeholder engagement (this could include an ad hoc Development Committee composed of various key stakeholders that would meet monthly)
- Support heavy engagement with the City, Port Authority, and public/private partnerships and explore funding opportunities that result in employment opportunities for residents

PARTNERS:

Community Councils, CURCs, local businesses and nonprofits, Port Authority, City of Cincinnati, developers, lenders, comprehensive community development philanthropic community

GOAL #2:

Volunteering and Connecting: Create an opportunity for Bond Hill and Roselawn to come together in a way that enhances communication, volunteering, and networking across both communities.

ACTION STEPS:

1. Develop the framework for a BH + R community political forum/symposium.
2. Build a communication plan and strategy that informs and distributes information more effectively within both communities.
3. Leadership of both community councils develop a plan for joint community council meetings.
4. Create joint Bond Hill + Roselawn signature community event (example: National Night Out).
5. Utilize the public schools in our communities as meeting places.

GOAL #3:

Community Business Partners: Bring the community business partners together to support the efforts of moving Bond Hill and Roselawn communities forward.

ACTION STEPS:

1. Develop a communication strategy that clearly states the community's values and needs and how they impact businesses.
2. Establish an agreement between community business associations that support/advocate on behalf of both communities.

GOAL #4:

Roselawn and Bond Hill are seeking dedicated community gathering and recreation spaces, which will support the community's effort to physically connect with each other.

ACTION STEPS:

1. Hold focus groups or community meetings to help shape what community gathering spaces and recreation centers should include, and what community function they should serve.
2. Develop a communication strategy that delivers a consistent message on the need and value of new and expanded community gathering spaces and recreation centers.
3. Leverage Bond Hill and Roselawn political clout to advocate for new or expanded gathering spaces and recreation centers.
4. Communicate the value of gathering and recreation spaces as a priority for the communities.
5. Explore expanded use of existing community assets, like schools, that could serve as community gathering spaces.
6. Identify other spaces that could potentially help connect community members, like a coffee shop.
7. Look for ways that community gathering spaces and recreation centers can benefit both neighborhoods.

PARTNERS:

Community Councils, local businesses, City of Cincinnati, Cincinnati Public Schools, League of Women Voters, Port Authority, community business associations



GOAL #5:

To develop and create access to employment opportunities matching skill sets with employer's needs; focusing on in-demand industries and occupations.

ACTION STEPS:

- 1. Provide access to training and opportunities for employment without limits to location or distance.**
 - Perform a gap analysis of local training and job placement providers
 - Market results of gap analysis
 - Increase social capital of residents to create opportunities for employment
- 2. Provide career training programs that meet the needs of employers.**
 - Engage regional employers in in-need industries to employ Bond Hill and Roselawn residents
 - Engage employers in Bond Hill and Roselawn to employ Bond Hill and Roselawn residents
 - Facilitate resident's connection to training
- 3. Respond to the complex needs of those being served in supporting and maintaining employment.**
 - Create an Employer Coalition

PARTNERS:

Cincinnati-Hamilton County Community Action Agency (CAA), community councils, Mercy Health, local employers, Partners for a Competitive Workforce, community organizations, churches, Woodward High School, Port Authority

GOAL #6:

Families are healthy and strong.

ACTION STEPS:

- 1. Access and Resources: Ensure community members have access to resources and support they need to increase their physical, emotional, and mental health and wellness.**
 - Create a network of resources (physical, wellness, behavioral, healthy eating, etc.): a) Identify partners and their contributions (includes health resources and services, plus other services to support residents' needs); b) Identify gaps (lessons learned from ambassadors, providers, community); c) Identify needed resources/services that fill a gap
 - Create an Ambassador Program to connect residents with resources: a) Identify ambassadors (goal: ambassadors are from the community); b) Research best practices of ambassador models; c) Ambassadors act as organizers, home visitors, connectors to services, mentors, and ongoing support for community members (understand and customize work with community members based on the stressors and traumatic injury residents may be experiencing; understand change behavior theory and motivations); d) Training on outreach and resources; e) Conduct individual health assessments/surveys; f) Primary connection point for Healthy Pledge
 - Establish health center or hub(s) (one-stop-shop to start getting connected; home-base for ambassadors; walk-ins welcome; main connection point for partner organizations)
- 2. Health and Wellness Action Team: Create a Health and Wellness Action Team as vehicle for community members to play a primary role in setting the health and wellness priorities for the community, and in partnering to find solutions.**
 - Establish team composed of community leadership, health partners
 - Participate in health and community training
 - Conduct focus groups to better understand community needs and gaps
 - Develop measures, meet regularly to assess outcomes
 - Evaluate best practices
 - Define annual health campaign topic (a cohesive vision that all partners can participate in) and engagement strategies for different audiences
 - Promote and support community development that is grown locally and supports needs

3. **Partners: Bond Hill and Roselawn neighborhood partners promote health and wellness.**

- Identify partners/assets (churches, schools, community orgs, businesses, etc.). Partners will incorporate education and access to health and wellness resources (emphasizing social aspect; developing a further network of support for individuals and families)
- Identify partners that are already working on health (example: First Ladies health initiative)
- Identify collective health focus area (there could be one focus area that everyone is working on for a period of time; informed by the Health and Wellness Action Team)
- Use train-the-trainer to build partner leadership in health
- Individual partner and community-wide events
- Connect with former Bond Hill and Roselawn residents; identify ways they can give back and be a part of moving the community towards greater health

4. **Healthy Pledge: Community members commit to health and wellness with a Healthy Pledge.**

- Develop Healthy Pledge (personal commitment to improve individual and family health and wellness that meets people where they are with an individualized plan of action; developed in partnership with Health and Wellness Action Team)
- Health Pledge marketing and outreach (outreach by partners/assets, schools, Ambassadors, and doctors; various methods of distribution and activities such as online, app, booklets, programs, video, etc.)

PARTNERS:

Community councils, YEP Fitness, Mercy Health, Community Action Agency, health care and wellness providers, residents, schools, churches, community organizations, local businesses, Port Authority, Community Building Institute

GOAL #7:

Reduce blighted and problem properties.

ACTION STEPS:

1. Establish a Housing Court.

2. Increase funding and capacity.

- Create funding and professional staff for redevelopment corporation(s) to acquire and improve problem properties

3. Address existing properties.

- Report blighted/problem properties to City
- Demolish properties that cannot be rehabilitated
- Acquire abandoned properties through Port Authority/City
- Secure blighted properties without "boarding" them

4. Assist owners.

- Encourage property owners to address building code violations
- Fund facade improvements through low interest loans and grants
- Collaborate to assist seniors with maintenance/repairs

GOAL #8:

Increase homeownership and diversity of housing options.

ACTION STEPS:

1. Improve access to homeownership.

- Promote ownership of market rate housing through acquisition/rehabilitation of distressed properties
- Provide homeownership training for future residents
- Implement tax incentives & abatements; create savings incentives
- Engage Woodward HS Building Technologies Program; CAA Blueprint for Success Program



2. Enhance rental housing.

- Decrease percentage of rental units; increase quality of existing rental property
- Identify private investors to improve existing properties and build new ones

3. Address safety concerns.

- Limit number and density of group homes for sex offenders, halfway houses

GOAL #9:

Create a positive community image through organized publicity and other measures.

ACTION STEPS:

1. Promote positive assets.

- Hire marketing firm to convey positive community image; emphasize community assets
- Create website for Bond Hill + Roselawn Housing to promote "one stop shopping"
- Engage Board of Realtors to enhance awareness of housing assets
- Publicize housing stock through local employers

2. Make physical improvements.

- Create diverse, walkable, and safe business districts
- Improve signage and reduce visual pollution

PARTNERS:

CLURCs, community councils, Port Authority, local businesses, Neighborhood Stabilization Initiative, financial institutions, City and County governments, Woodward, Community Action Agency, Keep Cincinnati Beautiful, United Way, LIHC, Homeownership Center, Cincinnati Community United for Action, professional marketers, Board of Realtors, real estate firms/agents, Legal Aid Society of Greater Cincinnati



GOAL #10:

Work with residents to identify drug/prostitution hot spots so appropriate action can be taken

ACTION STEPS:

1. Keep consistency with police captains/sergeants
2. Increase police visibility/patrols
3. Have police shown as people, not law enforcement (people don't trust police, so tie community to police)

GOAL #11:

Work with police to be closer with the community (community needs to step up).

ACTION STEPS:

1. Find ways to get the word out for police-community meetings/events
2. Marketing these events better (community needs to support these events)
3. Prioritize community policing -Nuisance runs take up lots of time, find a way to reduce nuisance calls.



GOAL #12:

Work to address social issues that are underlying causes of crime.

ACTION STEPS:

1. Pair police with social worker
2. Block Watch, businesses sponsor police cars (block captain of each block, point person for police)
3. Hold Safety Forums in the neighborhood-neighbors talking to each other, walking club for neighborhood, gardening club

GOAL #13:

Work to increase beautification/streetscape improvements in the neighborhood/Reading Rd.

ACTION STEPS:

1. Road diet for business districts
2. Check zoning/signage/building violations

PARTNERS:

Community, police, Mercy Health, Health Department, Bond Hill Safe and Sound (use technology to report issues), Community Night Out



GOAL #14:

Create a network of meaningful in and out of school experiences for young people in Bond Hill and Roselawn

ACTION STEPS:

1. **Promote out of school experiences:**
 - Connections to police and fire, community leaders; college readiness; employment and employment training; sports and arts; using social media in a positive way; opportunities for older children to mentor younger ones
2. **Host Quarterly High School Night for teens who live in and go to school in BH+R (at Woodward).**
3. **Find adult(s) to sponsor a BH+R youth council.**

GOAL #15:

Provide access and information for young people and their families about existing activities and services available to support them.

ACTION STEPS:

1. **Link web sites of the community councils, CURCs and churches, other partners.**
2. **Get information on existing activities and services available to support young people and their families (including mental health, substance abuse, conflict resolution) out through schools to families.**
3. **Promote Reds Cincinnati Urban Youth Academy activities, Hispanic Heritage Festival and all the other great things that are happening in Bond Hill and Roselawn (use our young reporters).**
4. **Create a communications HUB for both communities (use our young reporters).**



GOAL #16:

Celebrate Our Children! in Bond Hill and Roselawn.

ACTION STEPS:

1. Host annual educational awards ceremony for children (and their families) at Maketewah.
2. Profile young people doing wonderful things in newsletters, and on social media.
3. Recruit young reporters to collect and share the news of the neighborhoods.
4. Create banners throughout the neighborhood with our wonderful children on them.
5. Create an I am Bond Hill and I am Roselawn web page that highlights children.
6. Create "Proud Parent" yard sign program for great children and their artwork.

GOAL #17:

Lift up and link elementary and high schools to larger community – family centered activities start at school.

ACTION STEPS:

1. Participate in the Neighborhood Games with school teams.
2. Make families aware of My Tomorrow and the other things going on at area schools.

PARTNERS:

Schools, families, community leaders, out of school providers, CURCs, churches, community partners, local businesses, Port Authority



Implementation

Implementing the BH+R Plan as set forth in this document will take deliberate work from all the stakeholders that were involved in the process. There will be a role for residents, area stakeholders, faith-based organizations, businesses, and schools. In order to organize and manage the work of implementation, the community has recommended that a new lead organization be established to initiate and guide the work. Implementation will also require a more engaged way to communicate and connect with residents and stakeholders, keep them at the table, and connect in productive ways with the City of Cincinnati and area institutions such as the Port of Greater Cincinnati Development Authority, Place Matters, and Mercy Health.

The implementation of this plan will take time. The following proposed framework will support sustained neighborhood improvements through the combined efforts of existing implementation organizations and new professional expertise.

Role of the lead organization

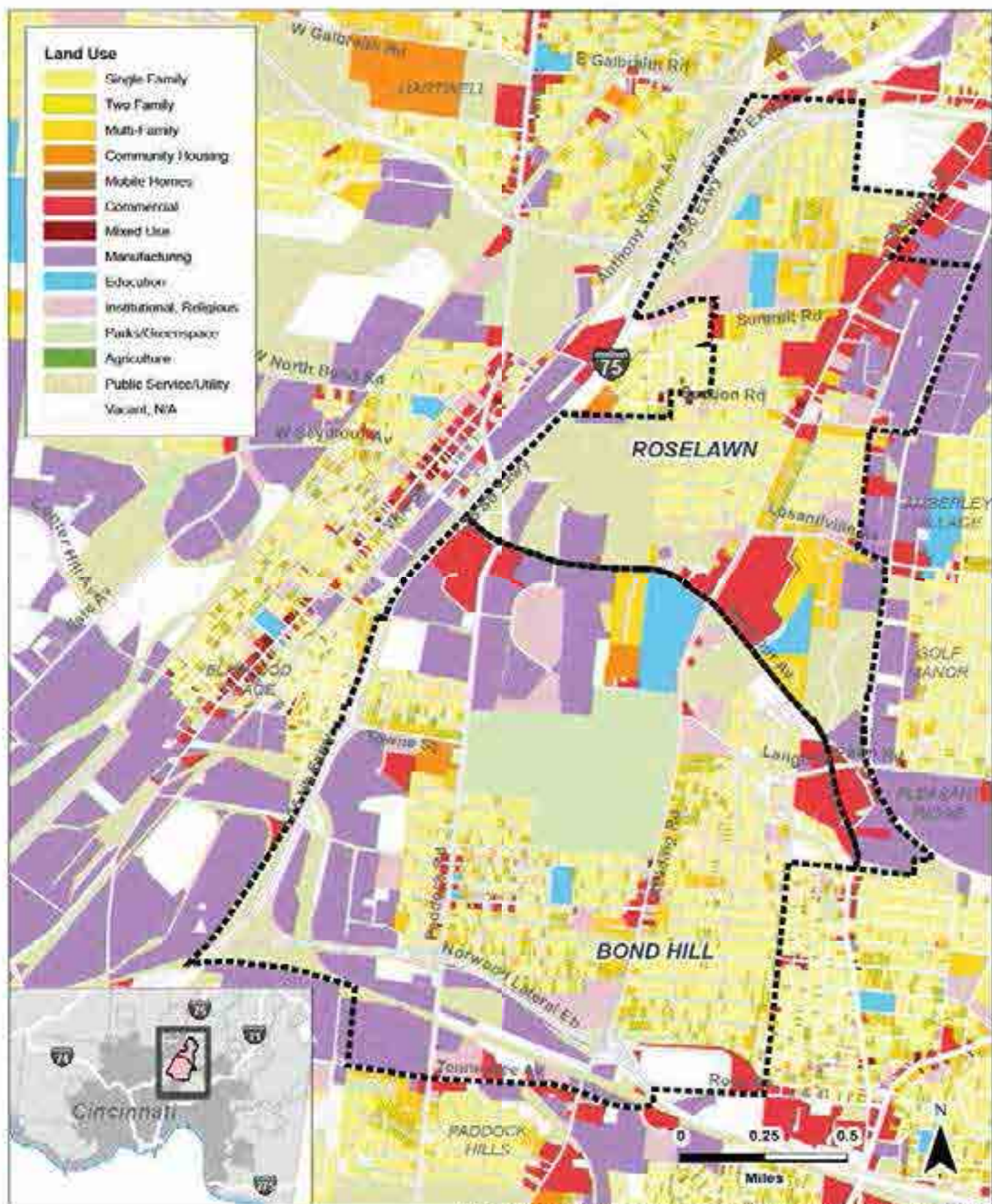
- Convene stakeholders
- Hire professional staff to implement vision
- Work with existing community urban redevelopment corporations (CURCs), community councils, and partners to prioritize projects and identify responsibilities, including short-, medium-, and long-term goals, based on community prioritization of goals, community will and energy, and available resources
- Create a development plan to raise funds for implementation
- Create partnerships with other organizations who will also be implementing
- Conduct ongoing community organizing and engagement to keep residents involved and informed

Next Steps

| | |
|------|--|
| 2016 | Implementation team established Invite representatives to seat a lead organization board Board development Communication strategy |
| 2017 | Connect to the Place Matters network Hire a lead organization director Identify implementation priorities and timeline |

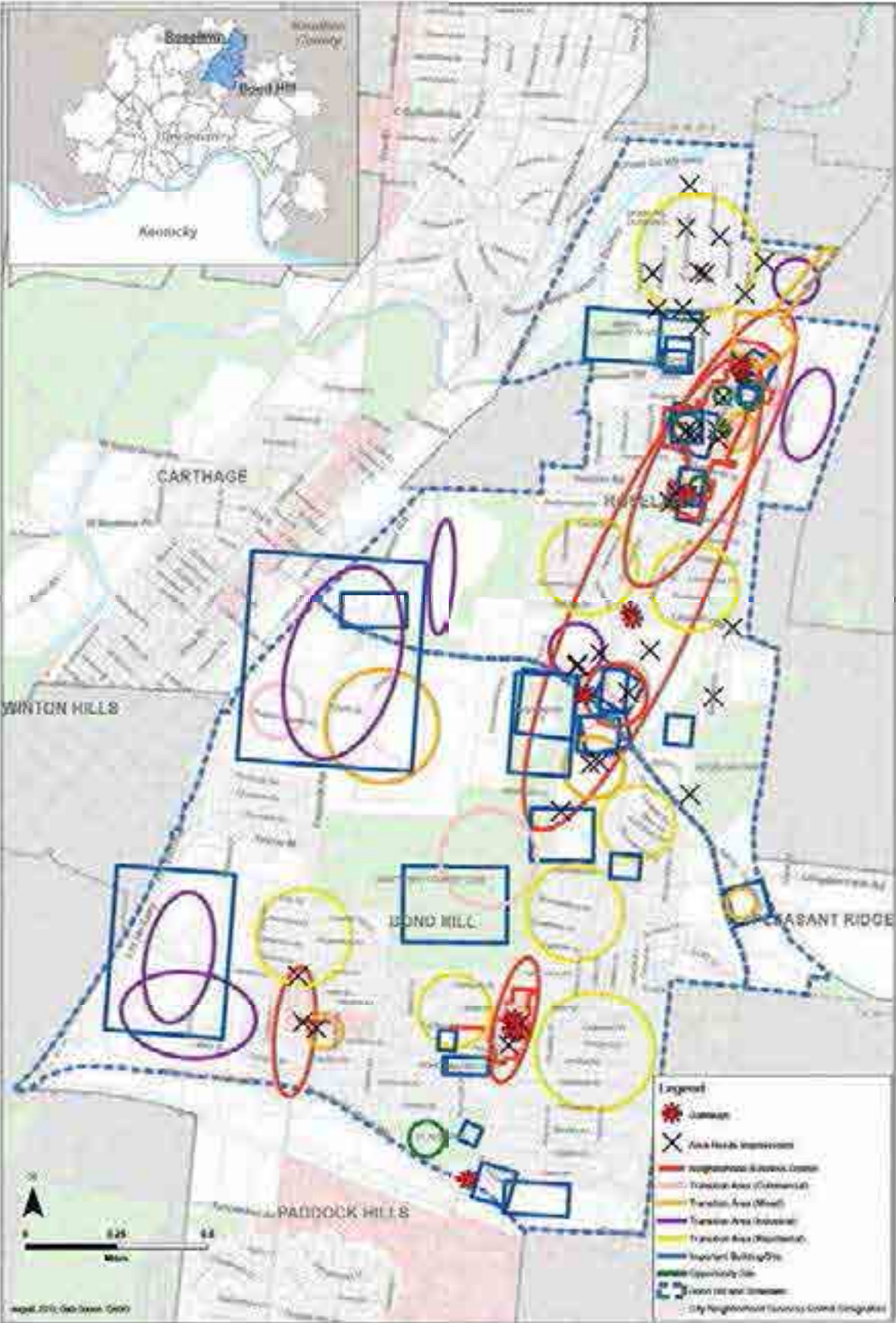
Appendix

Existing Land Use



Data Source: Cincinnati Area Geographic Information System, April 2016

Public Mapping Exercise Results



Goal Prioritization Vote - Full Results

Table includes results of December 12th, 2015 "dot exercise", and online survey. Safety Goals were not part of exercise or online survey, and so are not included in prioritization.

| | Choose up to 5 Goals that are most important to you. If you choose fewer than 5, those will have a higher importance. | Survey Response | WEIGHTED Survey Response | | Public Presentation "Dot Exercise" | | TOTAL | | TOTAL (by Theme) | |
|---------------------|--|-----------------|--------------------------|-------|------------------------------------|-------|-------|-------|------------------|-------|
| | | | Count | % | Count | % | Count | % | Count | % |
| Business Services | GOAL #1: Revitalize and maintain the Reading Road corridor in the Bond Hill and Roselawn business districts. | 40 | 44.2 | 16.7% | 34 | 15.8% | 88 | 36.2% | 38 | 16.2% |
| | | | | | | | | | | |
| Employment | GOAL #2: To develop and create access to employment opportunities matching skill sets with employers' needs focusing on in-demand industries and occupations. | 28 | 29.7 | 11.2% | 29 | 13.1% | 59 | 21.3% | 59 | 11.0% |
| | | | | | | | | | | |
| Community | GOAL #3: Volunteering and Connecting: Create an opportunity for Bond Hill and Rose Hill to come together to improve their shared communities, volunteer, and networking across both communities. | 33 | 33.8 | 12.7% | 12 | 5.6% | 26 | 9.9% | 10 | 4.4% |
| | GOAL #2: Community Business Partners: Bring the community business partners together to support the efforts of improving Bond Hill and Roselawn communities forward. | 22 | 24.3 | 9.3% | 8 | 3.8% | 33 | 13.1% | 7 | 3.1% |
| | GOAL #3: Roselawn and Bond Hill are seeking dedicated community gathering and recreation spaces, which will support the community's ability to physically connect with each other. | 15 | 15.8 | 5.9% | 10 | 4.6% | 26 | 9.9% | 10 | 4.4% |
| | GOAL #2: Families are healthy and strong. | 15 | 15.8 | 5.9% | 45 | 20.2% | 61 | 21.5% | 3 | 1.3% |
| Health and Wellness | | | | | | | | | | |
| | | | | | | | | | | |
| Housing | GOAL #7: Reduce higher and problem properties. | 33 | 36.5 | 13.9% | 34 | 13.0% | 71 | 33.5% | 2 | 0.9% |
| | GOAL #5: Increase homeownership and diversity of housing options. | 14 | 16.3 | 6.1% | 26 | 6.1% | 33 | 6.1% | 119 | 26.1% |
| | | | | | | | | | | |
| | | | | | | | | | | |
| Youth and Education | GOAL #7: Create a positive community image through organized publicity and other measures. | 16 | 17.7 | 6.7% | 28 | 6.9% | 35 | 6.8% | 6 | 2.6% |
| | GOAL #7: Create a network of meaningful and out-of-school experiences for young people in Bond Hill and Roselawn. | 22 | 26.2 | 9.9% | 28 | 16.2% | 54 | 30.5% | 6 | 2.6% |
| | GOAL #2: Provide access and information for young people and their families about existing activities and services available to support them. | 16 | 18.3 | 7.1% | 9 | 3.4% | 25 | 5.5% | 6 | 2.6% |
| | GOAL #6: Celebrate Our Children in Bond Hill and Roselawn. | 3 | 3.0 | 1.1% | 7 | 2.7% | 10 | 1.9% | 12 | 2.6% |
| | GOAL #4: Lift up and link elementary and high schools to larger community - family centered activities start at school. | 3 | 3.0 | 1.1% | 2 | 0.8% | 5 | 0.9% | 13 | 2.9% |
| | TOTAL | 246 | 265 | | 263 | | 527 | | 327 | |

| | | | |
|--------|---|----|--|
| Safety | GOAL #1: Work with residents to identify drug/alcohol hot spots (Bond Hill East) so appropriate action can be taken. Communication. | 8 | |
| | GOAL #2: Work with police to increase with the community (community needs to step up). | 4 | |
| | GOAL #3: Work to address social issues that are underlying causes of crime. | 9 | |
| | GOAL #4: Work to increase basic education for people who are in the neighborhood. Reading R.I. | 8 | |
| | TOTAL | 25 | |