



KNOWLEDGE EXCHANGE

Leveraging Insight. Inspiring Solutions.

UNDERSTANDING OUR COMMUNITY:

Cincinnati Then & Now

November 15, 2023



United Way
of Greater Cincinnati



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Community Coalition



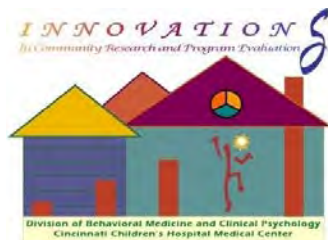
MONICA J. MITCHELL, PHD, MBA
Cincinnati Children's Hospital
Medical Center



PETER PETRONIO, MS
Cincinnati Children's Hospital
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ERIC W. RADEMACHER, PHD
University of Cincinnati



United Way
of Greater Cincinnati

Cincinnati Skyline | The Cut in the Hill

1970



*Change is slow,
until it isn't.*

Roger Spitz, Business & Climate Strategist, Author

2023



*“Any city, however small, is in fact
divided into two.....”*

Plato, Classic Philosopher, 376BC

Presentation Objectives



Discuss *The Social Areas of Cincinnati* as a tool for using census data and spatial analysis to inform community change



Cincinnati Then & Now: 50 Years of Change



Implications for Policy & Practice



Implications for Diversity, Inclusion, Equity, & Culture



Q & A



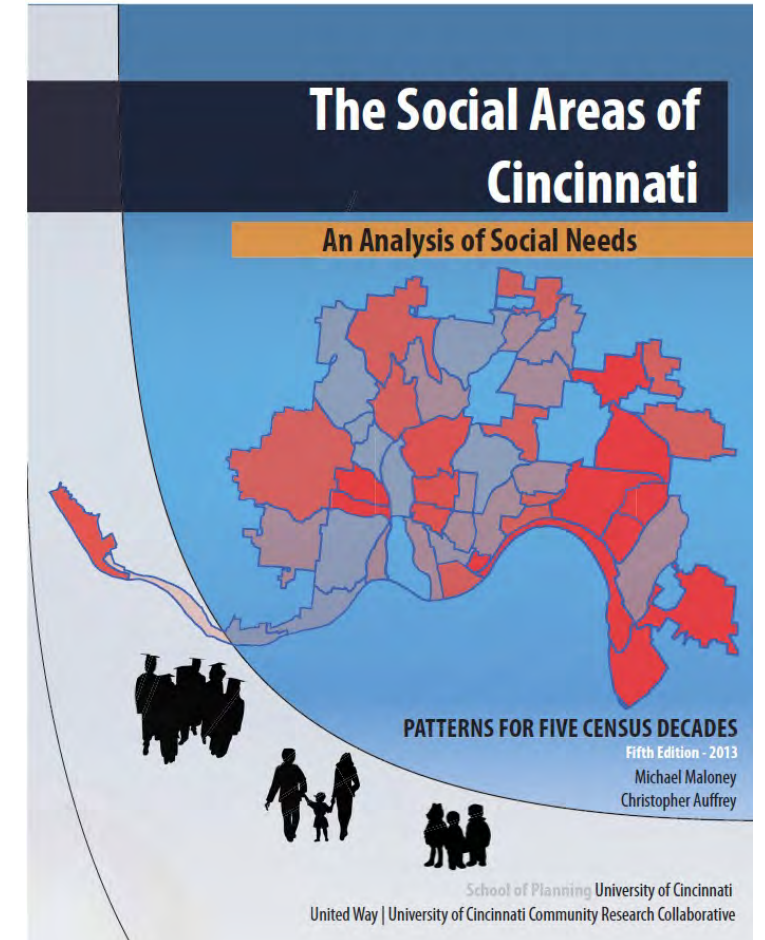
PETER PETRONIO

**Cincinnati Children's Hospital
Medical Center**

**The Social Areas of Cincinnati:
Using Census Data & Spatial Analysis to
Inform Community Change**

The Social Areas of Cincinnati

- ◆ The first edition of *The Social Areas of Cincinnati* was written in 1974 by Michael Maloney
- ◆ 5th Edition (2013) co-authored by Michael Maloney and Dr. Christopher Auffrey with Dr. Eric Rademacher
- ◆ Documents the social and economic changes in Cincinnati since 1970; tracks 50 years of data
- ◆ Data used to improve decision-making for community leaders and advocacy groups
- ◆ Now being updated to include 2021 U.S. Census (American Community Survey) data



Socioeconomic Status (SES)

- ◆ Socioeconomic status (SES) is derived from both social and economic factors:
 - Income, Education, Occupation, etc.
- ◆ Measures for SES can provide valuable context to identify inequities, risk factors, and to better understand changes within the population (e.g., Academic Achievement)
- ◆ Access to individual-level SES data is uncommon and impractical for researchers to obtain (privacy and confidentiality)
- ◆ A more plausible alternative is to use characteristics from an individual's place of residence to estimate their likely social and economic factors

<i>Social Areas of Cincinnati Socioeconomic Status (SES) Index</i>	
Family Income Indicator	Median household income
Education Indicator	Percent population >25 years with less than high school diploma
Occupation Indicator	Percent workers in unskilled and semi-skilled occupations
Family Structure Indicator	Percent children (<18 years) living in married couple households
Crowding Indicator	Percent housing units with more than one person per room

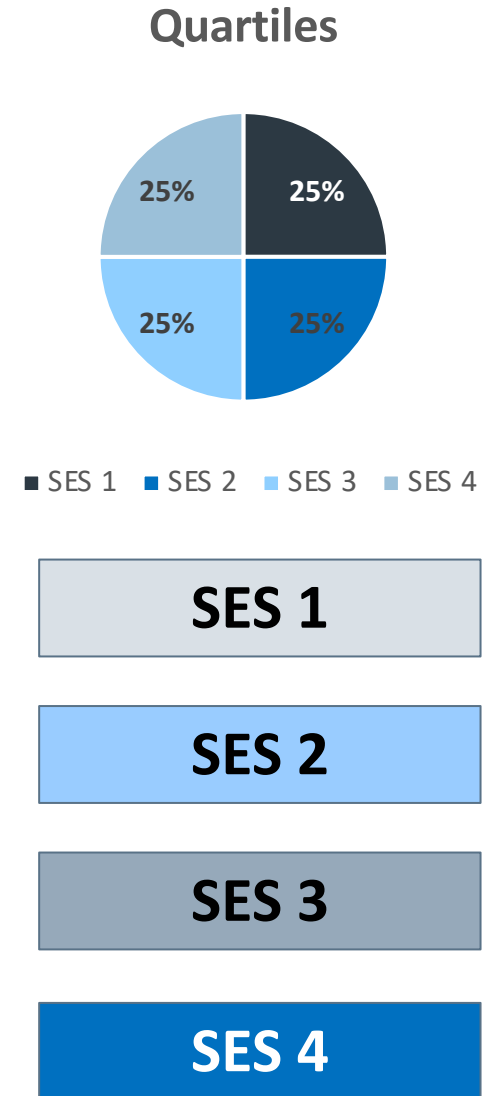
SES Indicator Variables

- ◆ Summarize census tracts using five socioeconomic indicators from ACS
- ◆ Indicators combined into a single SES ranking score, used to rank tracts and divide tracts into quartiles (SES 1-4)
- ◆ Lower quartiles represent areas with a higher concentration of socioeconomic risk factors

SES Indicator	ACS Variable
Income	Median family income
Education	Percent of population 25 years of age or older with less education than a high school diploma
Family Structure	Percent of children (under the age of 18) living in married-couple, family households
Crowding	Percent of housing units with more than one person per room
Occupation	Percent of workers in unskilled and semiskilled occupations

What are SES Quartiles?

- ◆ A classification for socioeconomic risk based on census tract data
- ◆ Uses public data from the American Community Survey (ACS): an annual survey administered by the U.S. Census Bureau
- ◆ Helps researchers understand *relative* socioeconomic risk within Cincinnati
- ◆ Allows researchers to estimate economic conditions of subjects using SES Quartile as a proxy for income and social class
- ◆ Does not represent the socioeconomic characteristics of an individual, but rather the average characteristics of families living within their geographic area

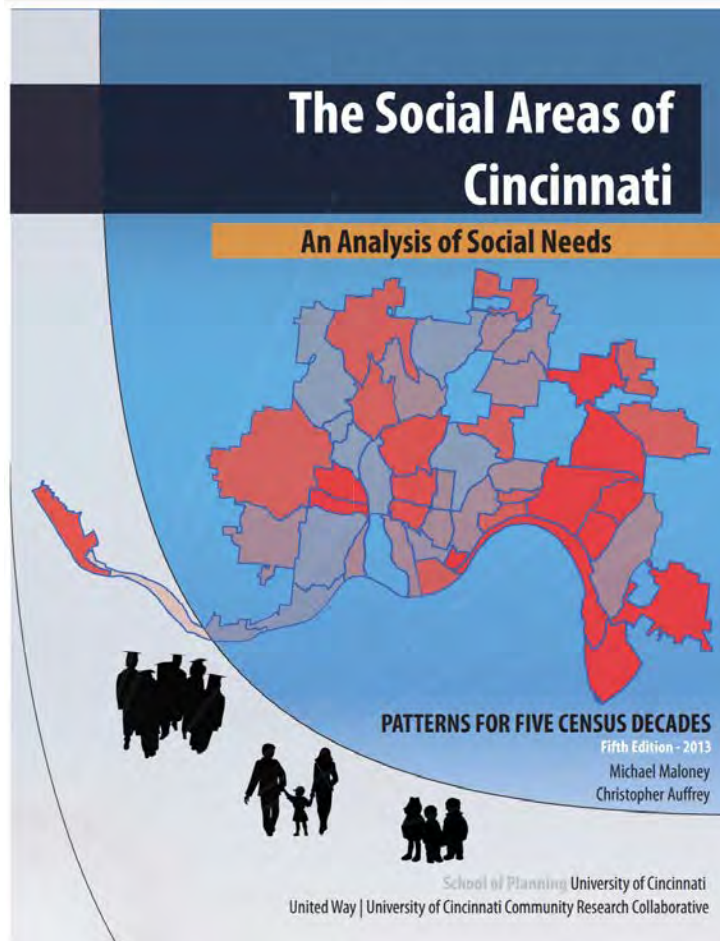


SES Quartiles & Social Factors

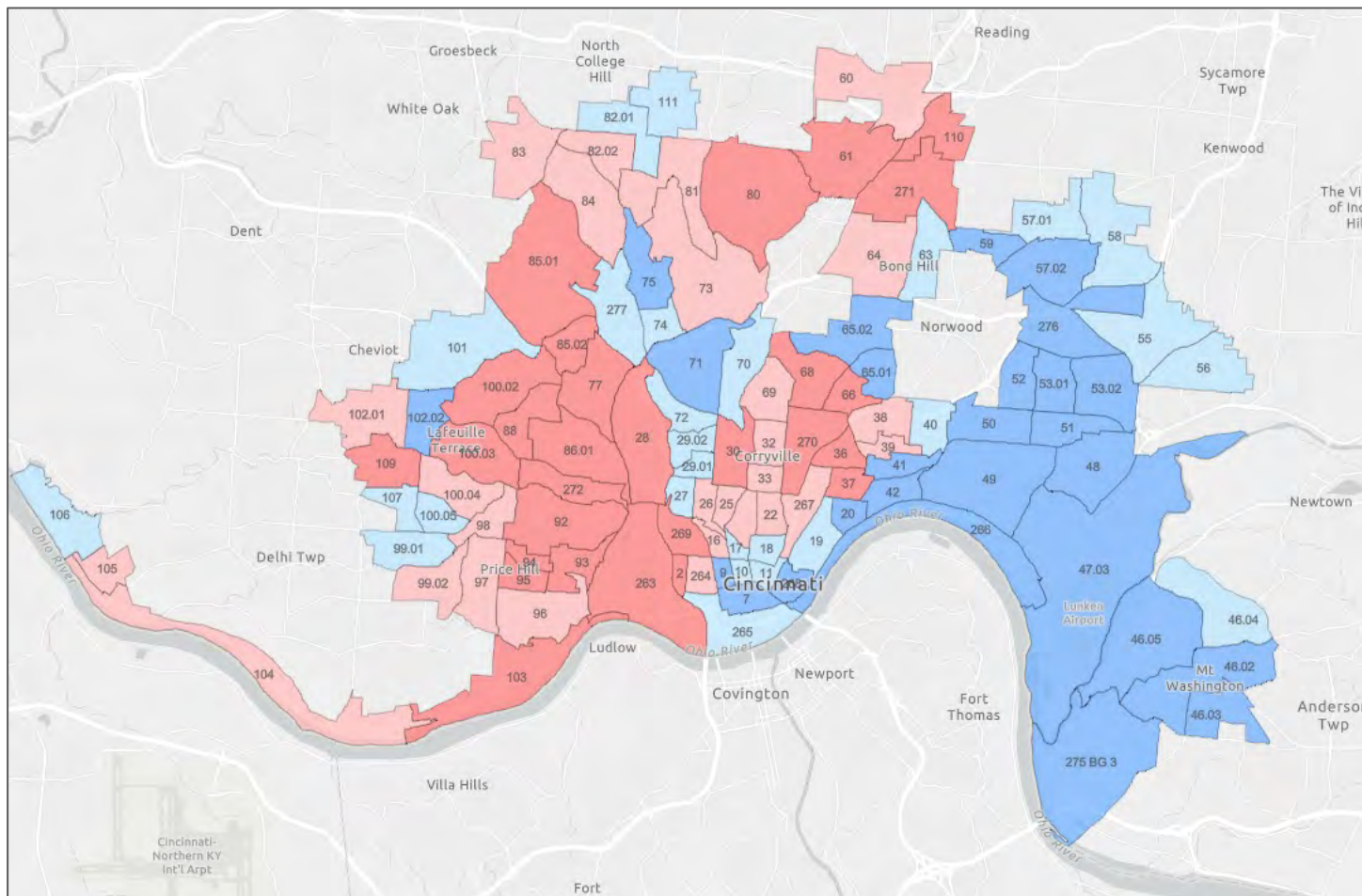
	Income	Education	Family Structure	Crowding	Occupation
SES Quartile	Median Household Income*	Percent of 25+ year olds with less than a high school diploma	Percent of children living in married-couple households	Percent of housing units with more than one person per room	Percent of workers in unskilled and semiskilled occupations
SES 1	\$29,707	21.9%	14.1%	4.4%	84.9%
SES 2	\$50,852	13.6%	36.5%	2.0%	79.1%
SES 3	\$73,437	8.2%	53.5%	0.9%	64.0%
SES 4	\$141,579	3.6%	77.7%	0.8%	50.3%

Source: SES Quartiles from 2021 ACS 5-Year Estimates.
 * Weighted average of census tracts' median family income

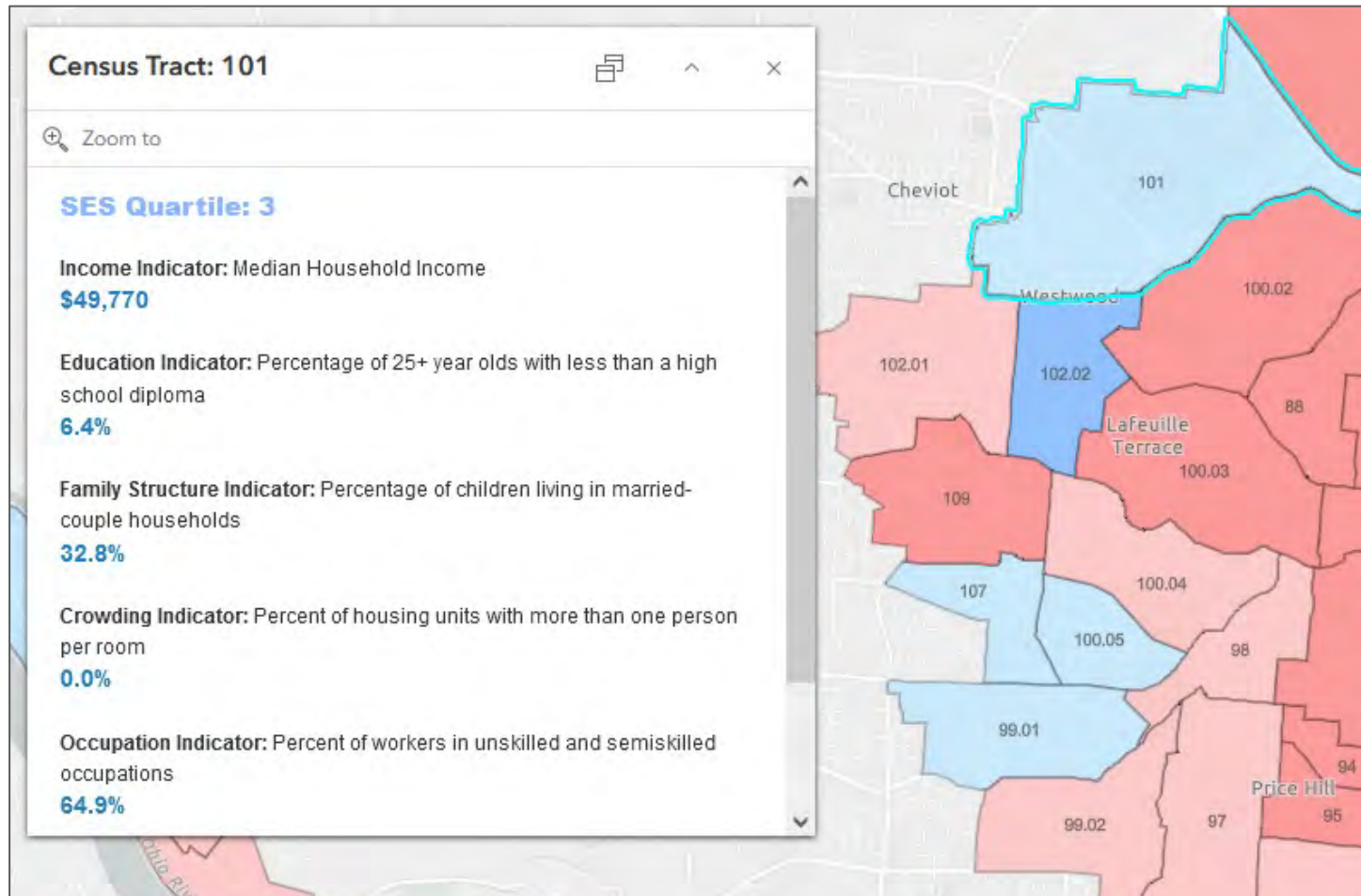
Social Areas Analysis



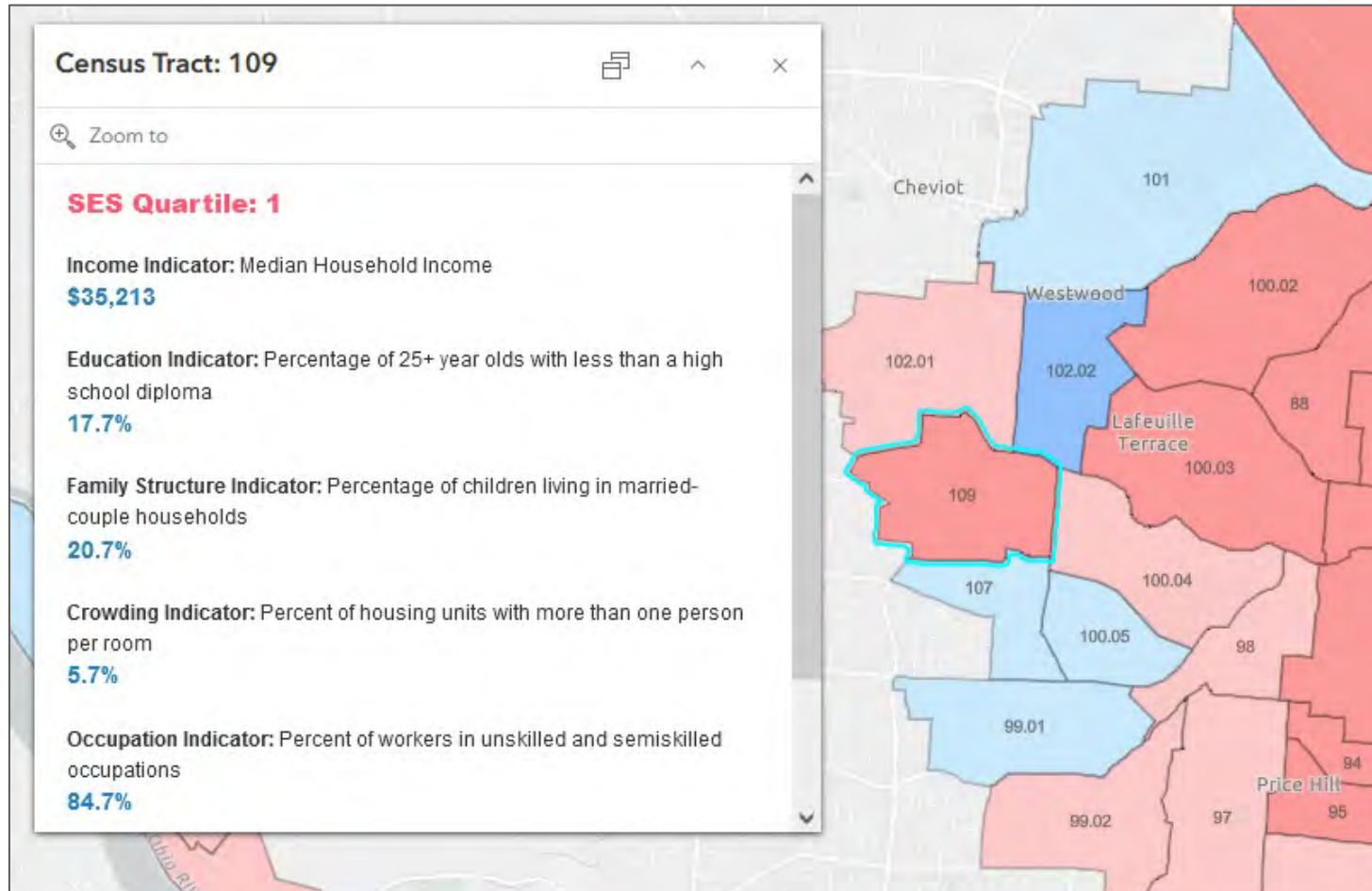
- ◆ Uses Small Area Data
- ◆ Aggregated into Larger Units:
 - Neighborhoods
 - Four Quartiles of Census Tracts
 - Broader Areas of City, County or Region



Interactive Map: SES Quartiles for Cincinnati Census Tracts



Interactive Map: SES Quartiles for Cincinnati Census Tracts



Interactive Map: SES Quartiles for Cincinnati Census Tracts

MICHAEL MALONEY

**Urban Appalachian Community
Coalition**

CHRIS AUFFREY

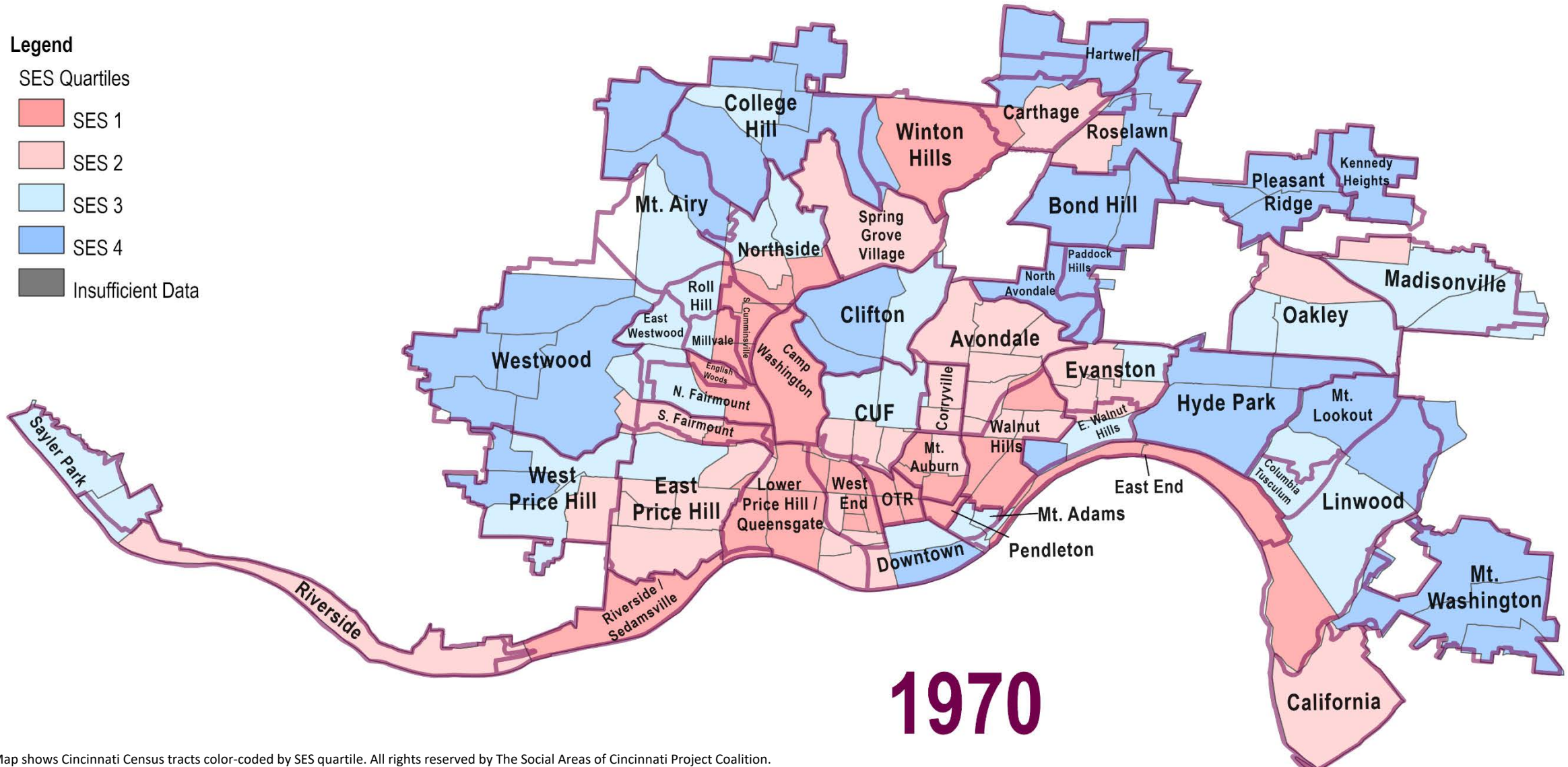
University of Cincinnati



Cincinnati Then & Now

50 YEARS OF CHANGE

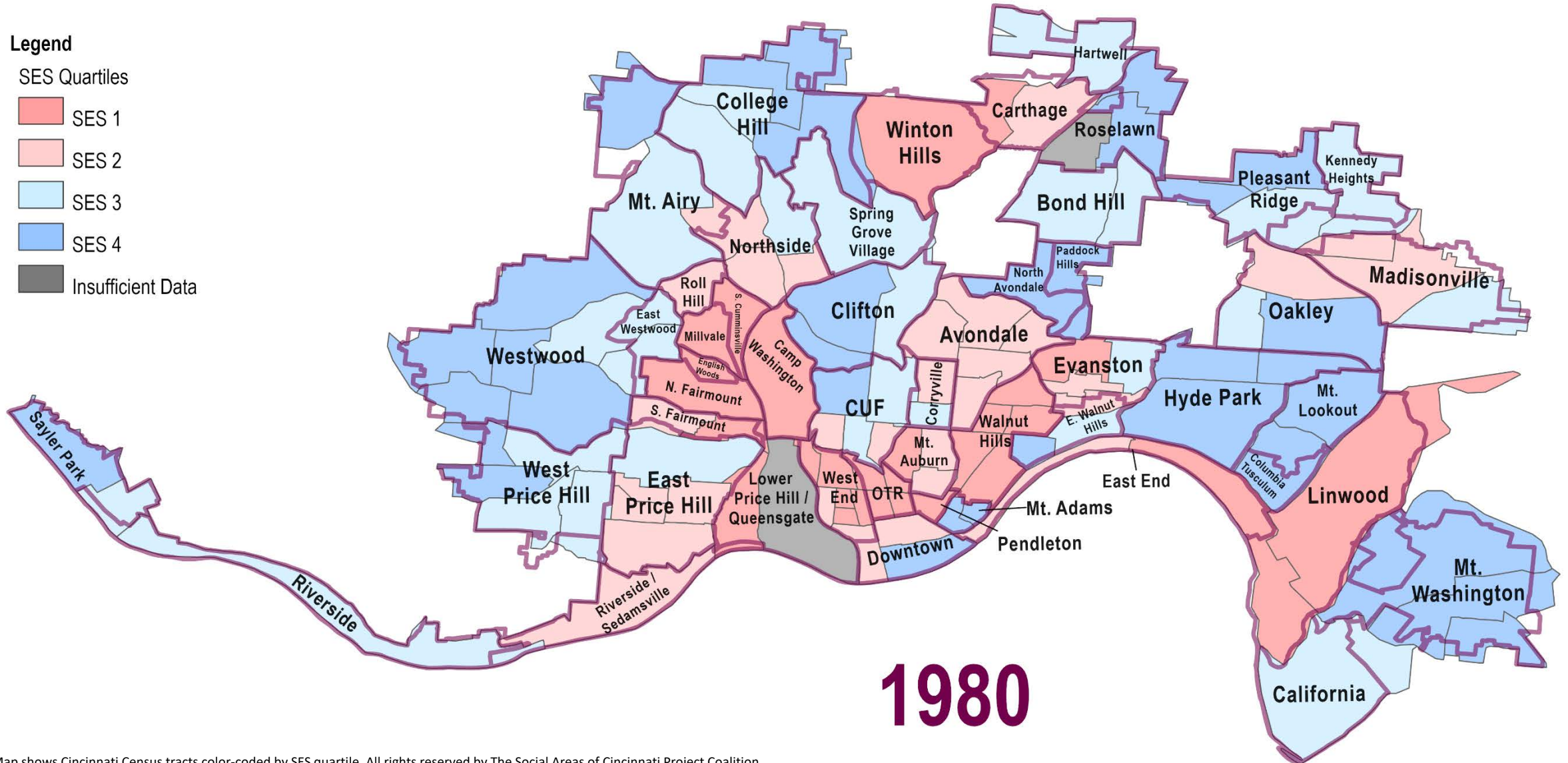
History of SES Quartiles in Cincinnati



Cincinnati: 1970s

- ◆ Both the Great Black Southern Migration and the Great Appalachian Migrations had ended (about 1970)
- ◆ The Near East Side Was Trying to Recover from Massive Influx of Displaced Poor from the Basin Area
- ◆ Basin Area Depopulation Continued (lost 30,000 from 1940 to 1980)
- ◆ Over-the-Rhine Became a Mostly Black Enclave
- ◆ Cincinnati Population Loss Accelerated (1950: 503,998; 1980: 385,457)
- ◆ School Desegregation Increased White Flight, Improved Opportunity for many
- ◆ Expressway Construction Continued Displacement and Disruption of Neighborhoods

History of SES Quartiles in Cincinnati



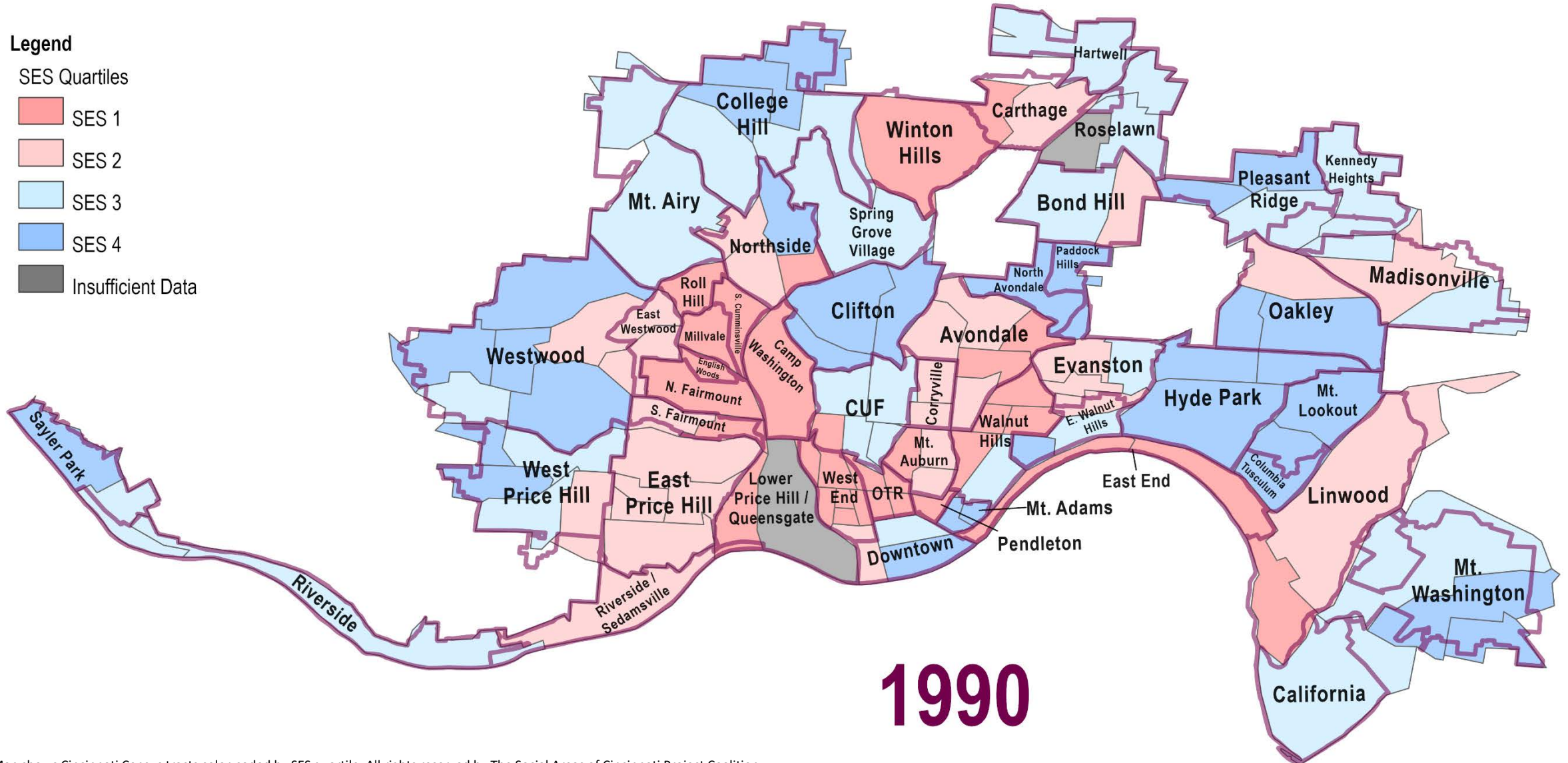
Note: Map shows Cincinnati census tracts color-coded by SES quartile. All rights reserved by The Social Areas of Cincinnati Project Coalition.

Cincinnati: 1980s

- ◆ Old Urban Renewal Methods Abandoned
- ◆ Large Increases in Poverty
- ◆ Continued Suburban Expansion

Year	City of Cincinnati Population	Metropolitan Statistical Area Population	Cincinnati as percent of MSA
1950	503,998	1,244,738	40.5%
1960	502,550	1,544,659	32.5%
1970	452,524	1,690,234	26.8%
1980	385,457	1,753,801	22.0%
1990	364,553	1,844,917	19.8%

History of SES Quartiles in Cincinnati



1990

Cincinnati: 1990s

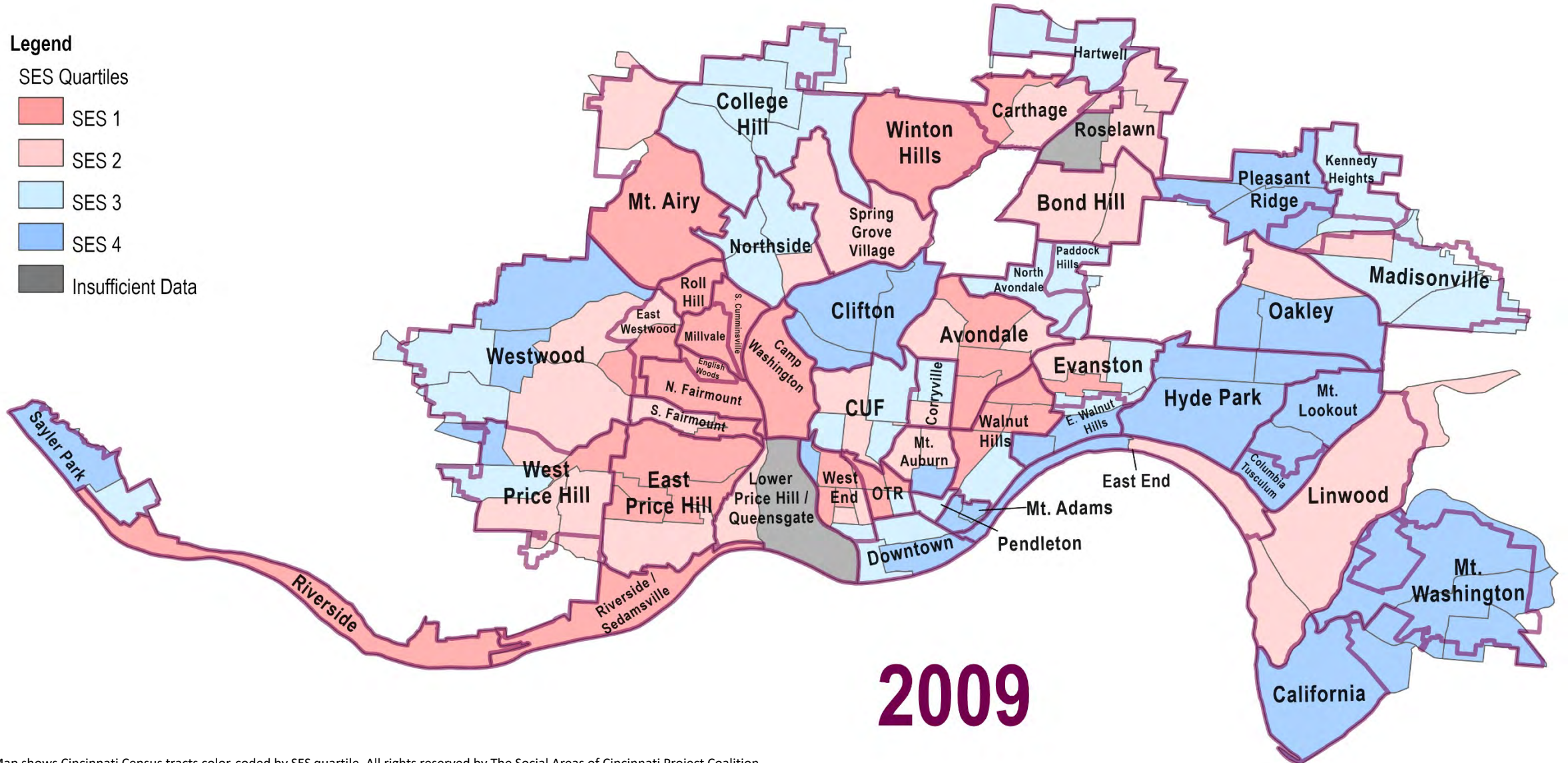
- ◆ Cincinnati Public Schools Declining Enrollment
- ◆ Cincinnati's Population Decline from Peak Passes 170,000 (503,998 in 1950 to 331,258 in 2000)
- ◆ Mt. Adams Gentrification Complete
- ◆ East End Gentrification Expanded
- ◆ Poverty Expansion to West Side Accelerates

City of Cincinnati	
Year	Population
1950	503,998
1960	502,550
1970	452,524
1980	385,457
1990	364,553
2000	331,258

Cincinnati: 2000s

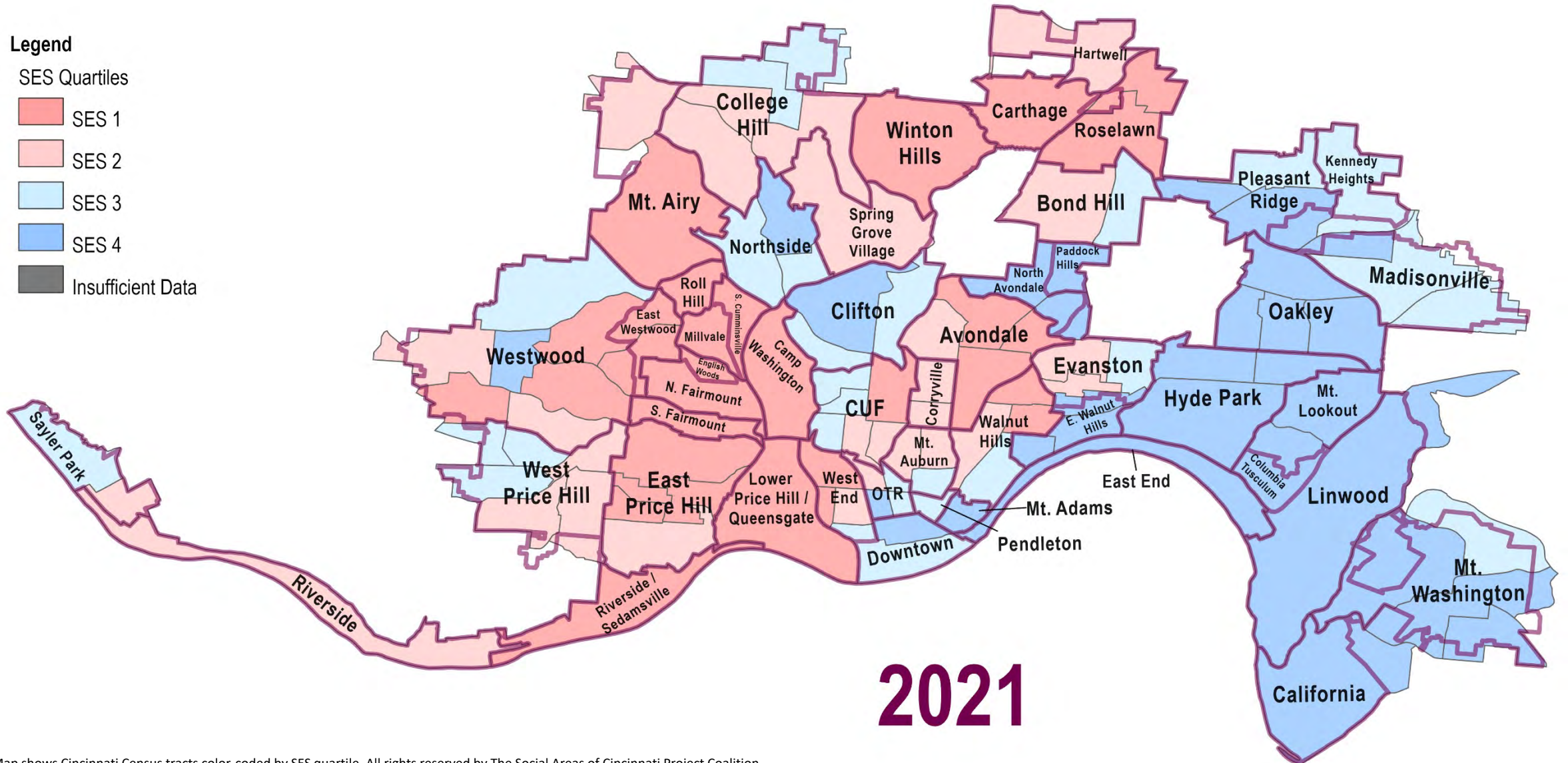
- ◆ Poverty Move to West Side Continues to Expand
- ◆ SES IV Now Covers Most of the East Side from Mt. Washington to Over-the-Rhine
- ◆ New Investment, New Development in Near East Including Avondale and Evanston

History of SES Quartiles in Cincinnati



2009

History of SES Quartiles in Cincinnati



Note: Map shows Cincinnati census tracts color-coded by SES quartile. All rights reserved by The Social Areas of Cincinnati Project Coalition.

Long Range Trends

- ◆ Loss of Living Wage Jobs
- ◆ The single biggest trend is the loss of over 64,000 manufacturing jobs in the Mill Creek Valley and in other industrial centers such as Over-the-Rhine, the Reading Road and Montgomery Road Corridors, and the East End.
- ◆ Increase in Land Price and Home Prices both in Suburbia and Central City have caused stress and homelessness.
- ◆ The two-parent family has all but disappeared in SES I and Cincinnati has one of America's highest child poverty rates (32%).
- ◆ Educational inequality has declined but enough well-paid jobs with benefits are not there.
- ◆ Return to City Life by Retirees and Young Professionals Creates Competition / Less Affordable Housing

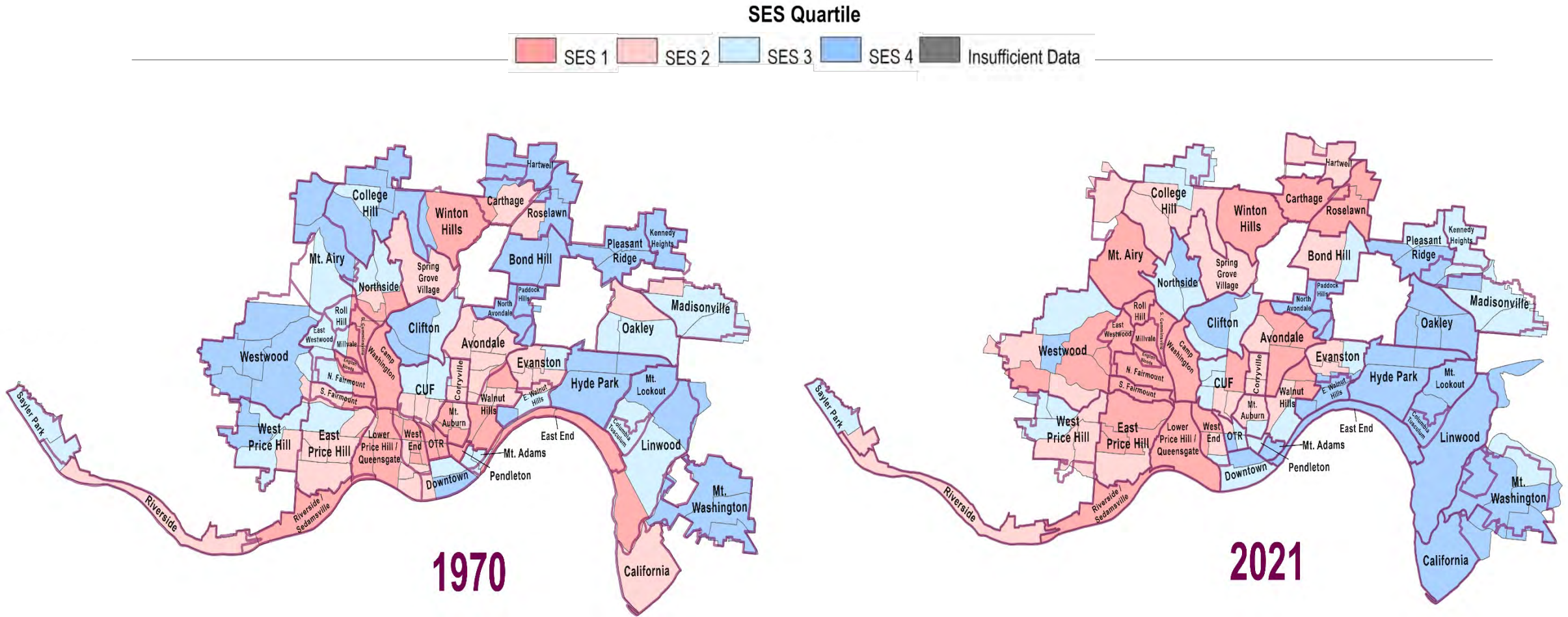
Fifty Years of Change

- ◆ Cincinnati has gone from a city of 453,000 to one of 309,000. Hamilton County has gone from a population of 924,000 to 831,000. The seven-county metro area has grown from a population of 1,245,000 to one of 2,257,000.
- ◆ In 1970, Cincinnati's West Side neighborhoods were largely white, Roman Catholic and composed of stable families. In 2021, the area has several neighborhoods that are struggling with low levels of education, high unemployment, family breakup, and high crime rates.
- ◆ In 1970, Cincinnati was 27.7% Black. In 2021, it was 40.3% Black.
- ◆ In 1970, Cincinnati had a Black Population of 125,481. In 2020, it had a Black population of 125,000.

Fifty Years of Change (continued)

- ◆ In 1970, the East End was a low-income white Appalachian working class and Black neighborhood (SES I). In 2021, it was all SES IV.
- ◆ In 1970, Cincinnati's low-SES high poverty areas were concentrated on the East Side and in the Mill Creek Valley. In 2021, they are mostly on the West Side and in the Mill Creek Valley.
- ◆ From the data we have, it is possible to project that by 2040, SES IV will encompass almost all the census tracts between Madisonville and the Mill Creek (most of the East and some central Cincinnati).
- ◆ Avondale, Walnut Hills (except Tract 19), parts of Evanston, Bond Hill, and Mt. Auburn remain in or near SES I, but some areas are receiving major investment and are becoming more diverse economically.

History of SES Quartiles in Cincinnati



Median Rents in Cincinnati

Neighborhood	Median Rent	Neighborhood	Median Rent	Neighborhood	Median Rent
Mount Auburn	\$1,918	Columbia Tusculum	\$1,225	North Fairmount	\$970
Downtown Cincinnati	\$1,900	Linwood	\$1,225	Spring Grove Village	\$954
Mount Adams	\$1,900	Hartwell	\$1,201	Sayler Park	\$942
Over - The Rhine	\$1,900	Clifton	\$1,160	Westwood	\$922
Pendleton	\$1,900	Avondale	\$1,134	Lower Price Hill	\$911
Walnut Hills	\$1,848	California	\$1,118	South Fairmont	\$911
East End Cincinnati	\$1,832	Mount Washington	\$1,118	Carthage	\$909
Kennedy Heights	\$1,654	Bond Hill	\$1,109	East Price Hill	\$883
Madisonville	\$1,602	Roselawn	\$1,109	Sedamsville	\$883
Oakley	\$1,588	Mount Airy	\$1,035	Riverside	\$879
Hyde Park	\$1,518	Northside Cincinnati	\$1,021	West Price Hill	\$876
Corryville	\$1,517	North Avondale	\$1,004	East Westwood	\$852
Pleasant Ridge	\$1,503	Paddock Hills	\$1,004	English Woods	\$852
CUF	\$1,453	Camp Washington	\$994	Villages at Roll Hill	\$852
East Walnut Hills	\$1,402	Millvale	\$994	College Hill	\$841
Mount Lookout	\$1,291	South Cumminsville	\$994	Queensgate	\$729
				West End Cincinnati	\$729

Cincinnati Then & Now: Case Studies



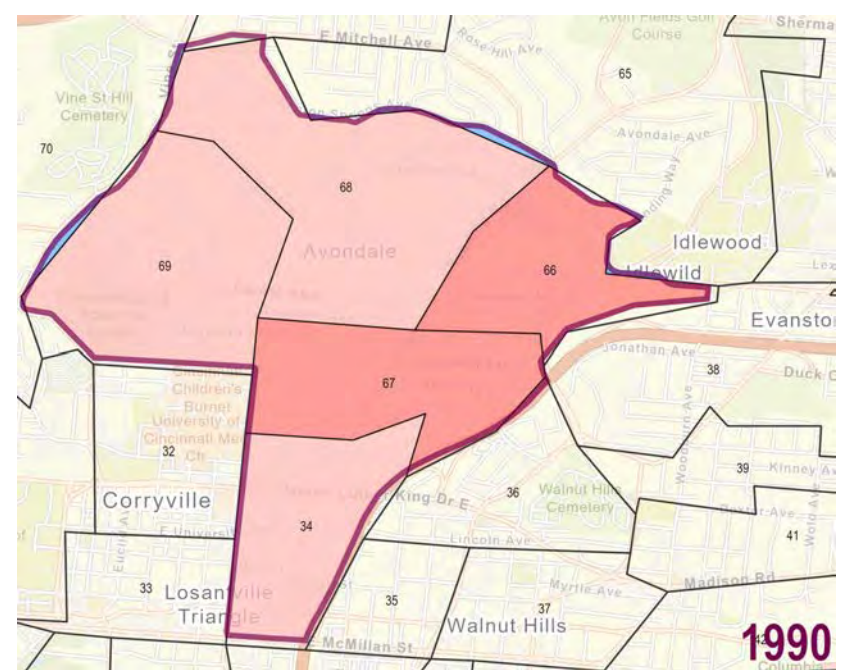
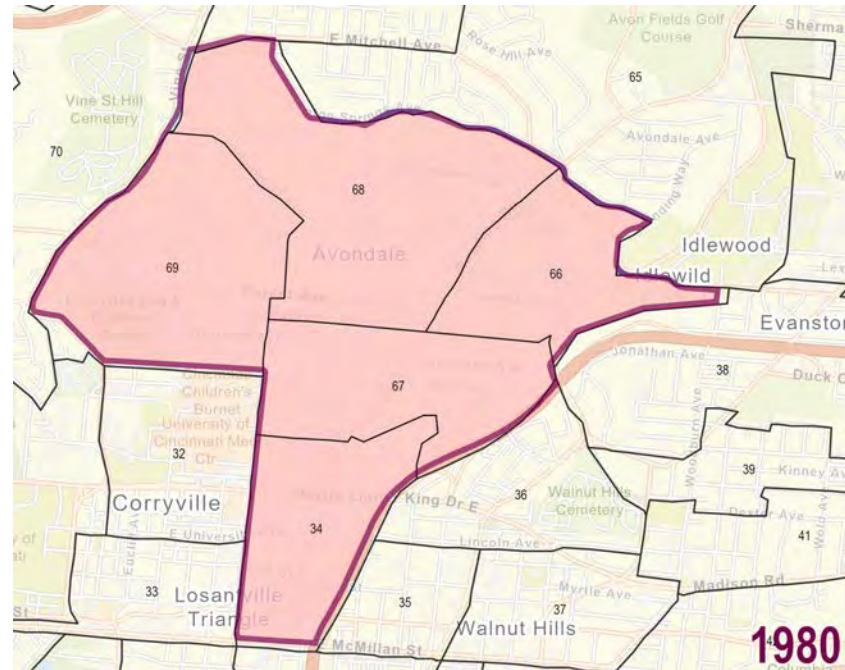
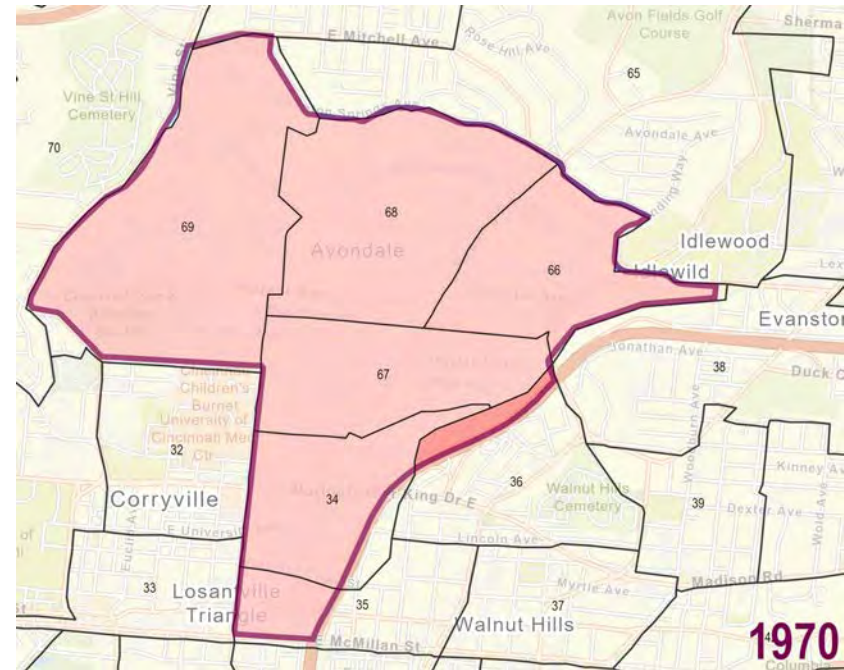
Avondale

Image Credits:

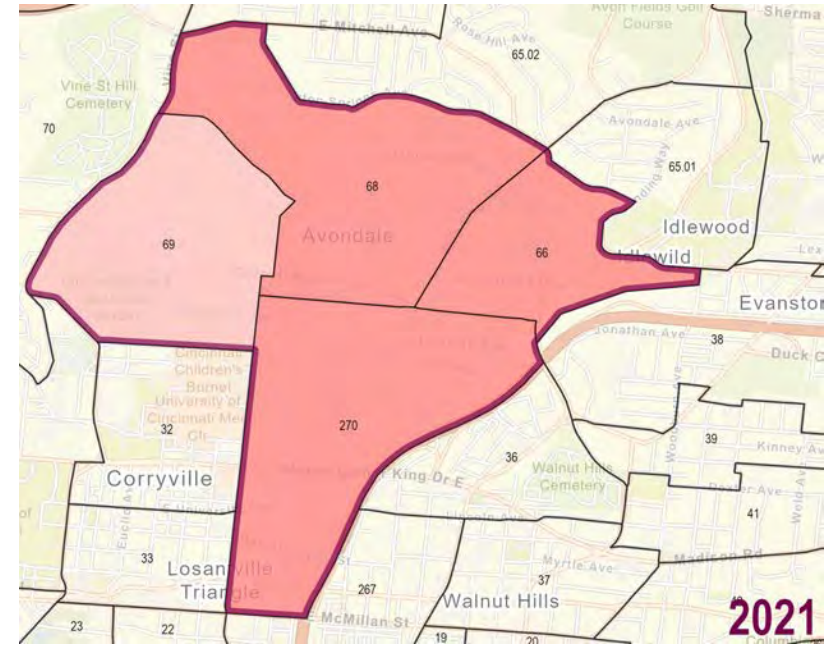
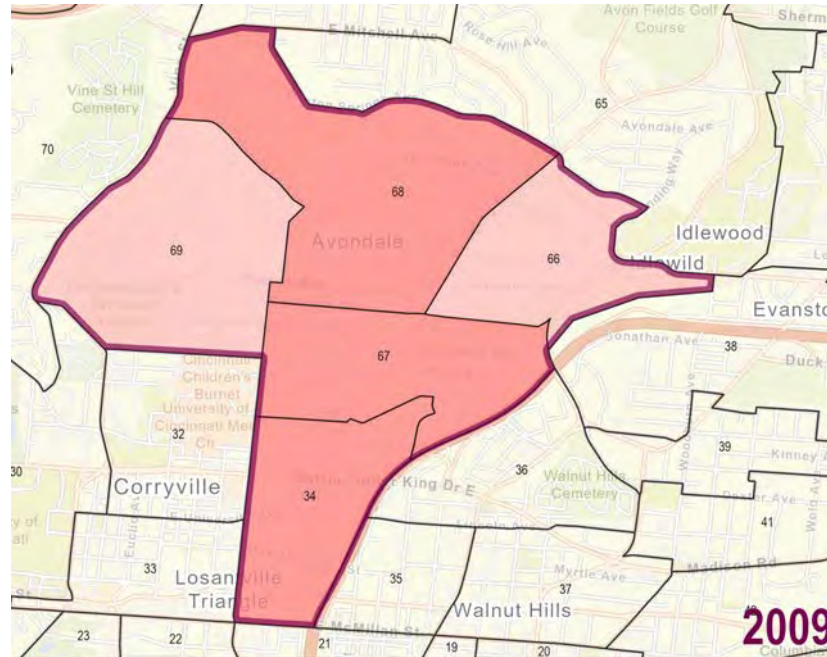
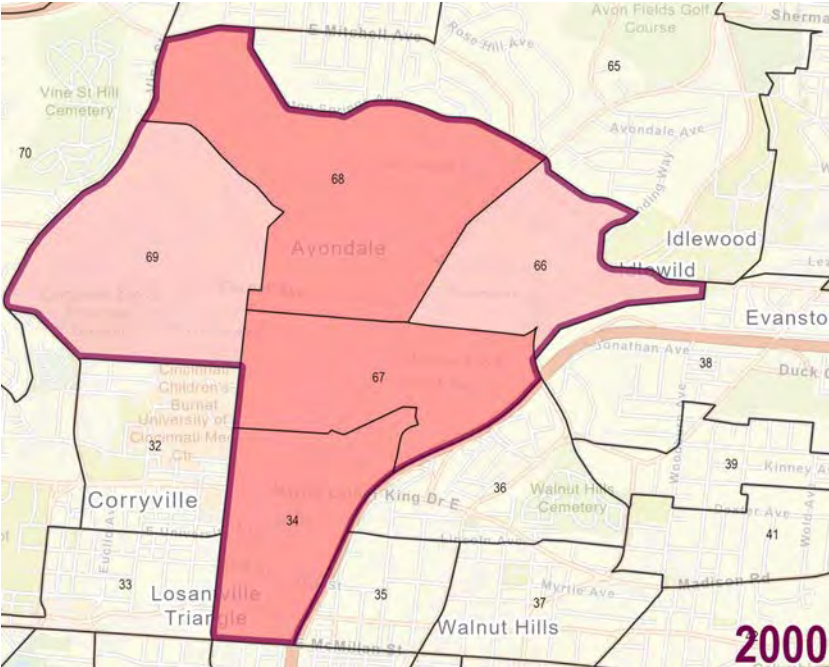
<https://chpl.org/blogs/post/avondale-black-history-month/>

<https://www.apartments.com/3415-reading-rd-cincinnati-oh/c9vw6td/>

Avondale



Avondale





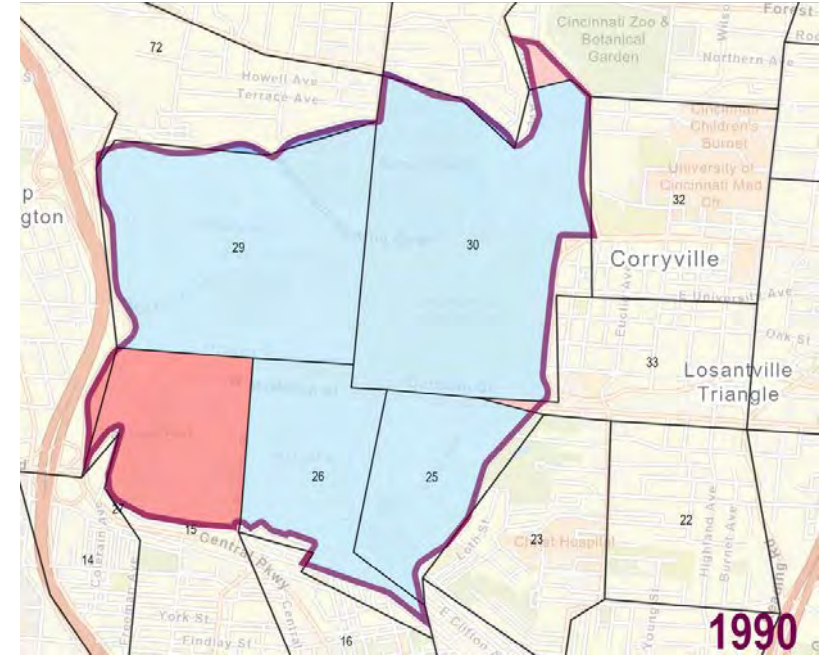
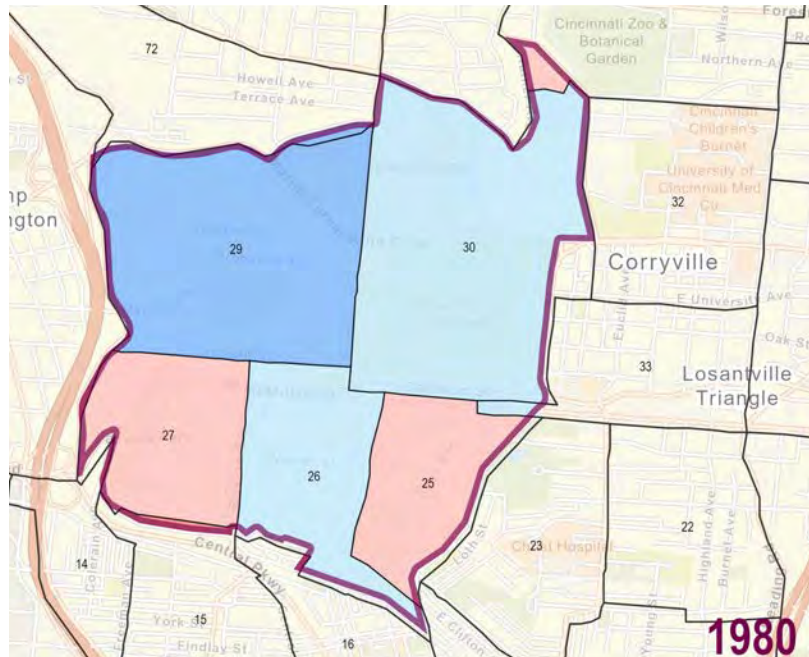
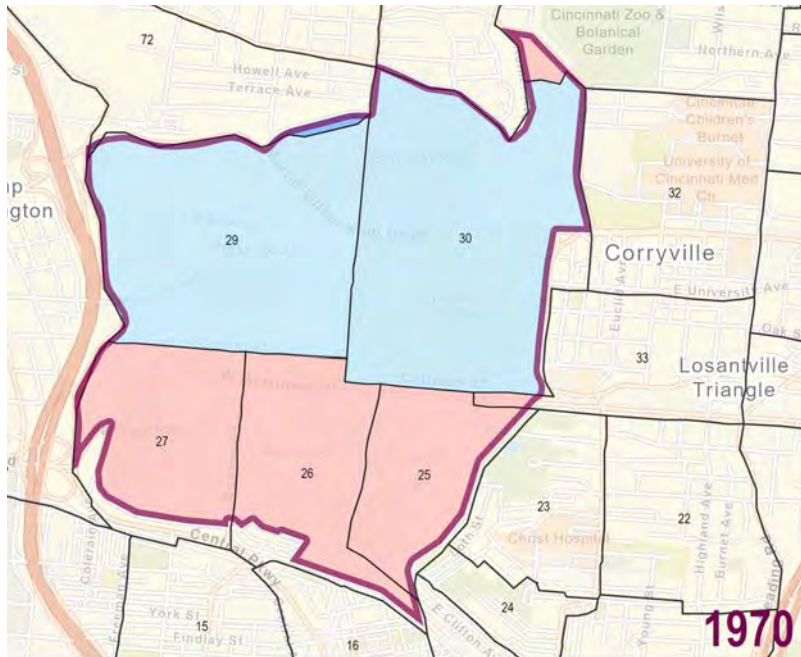
Clifton Heights, University Heights, & Fairview (CUF)

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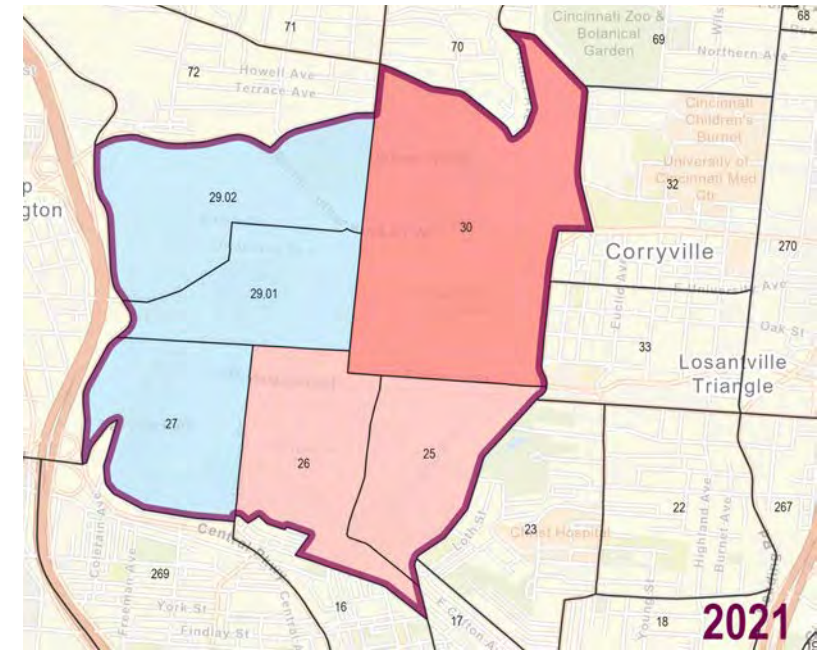
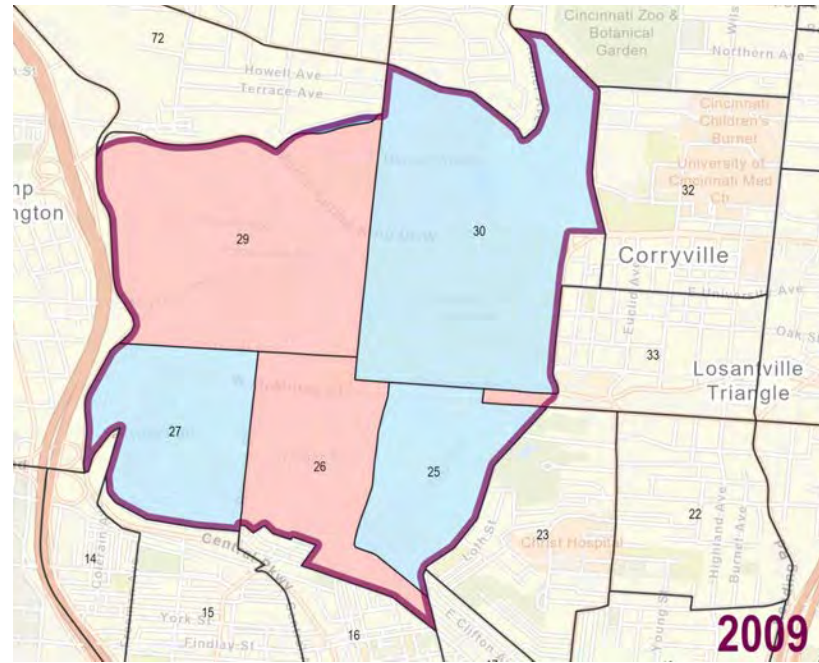
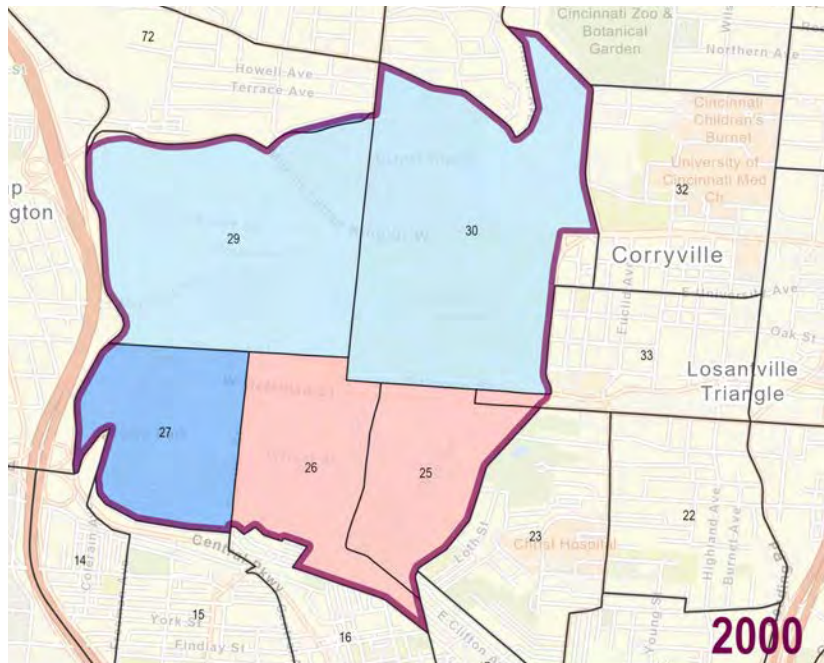
<https://www.soapboxmedia.com/devnews/District-Clifton-Heights.aspx>

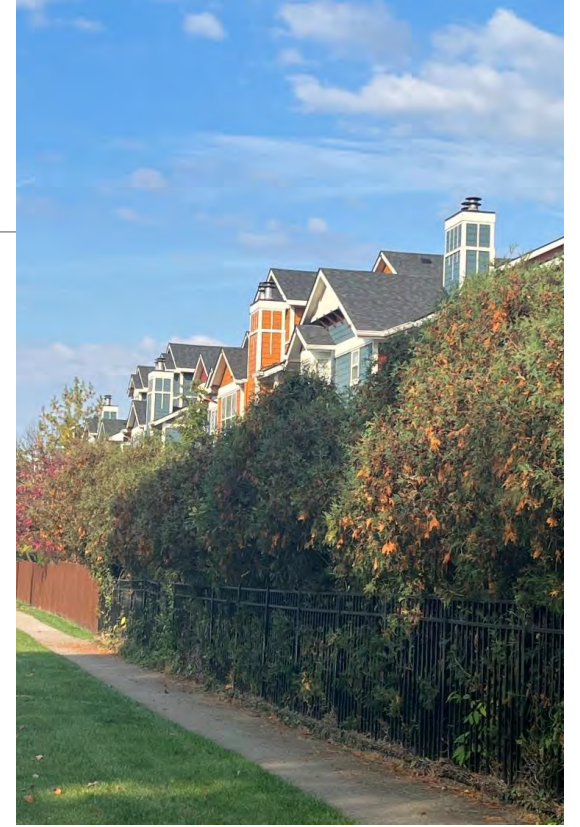
<https://rebusinessonline.com/cincinnati-office-to-multifamily-conversions-are-on-the-rise/>

Clifton Heights, University Heights, & Fairview (CUF)



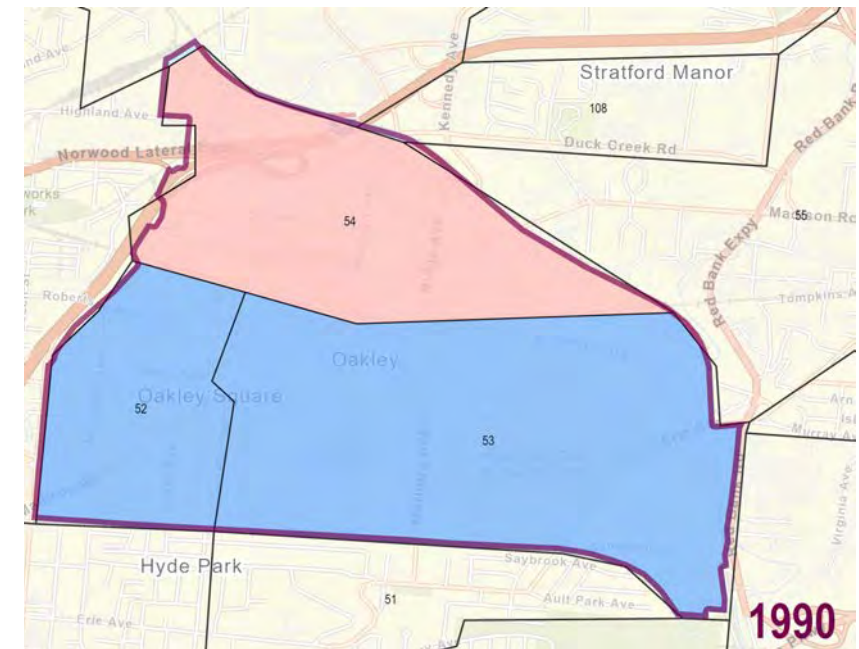
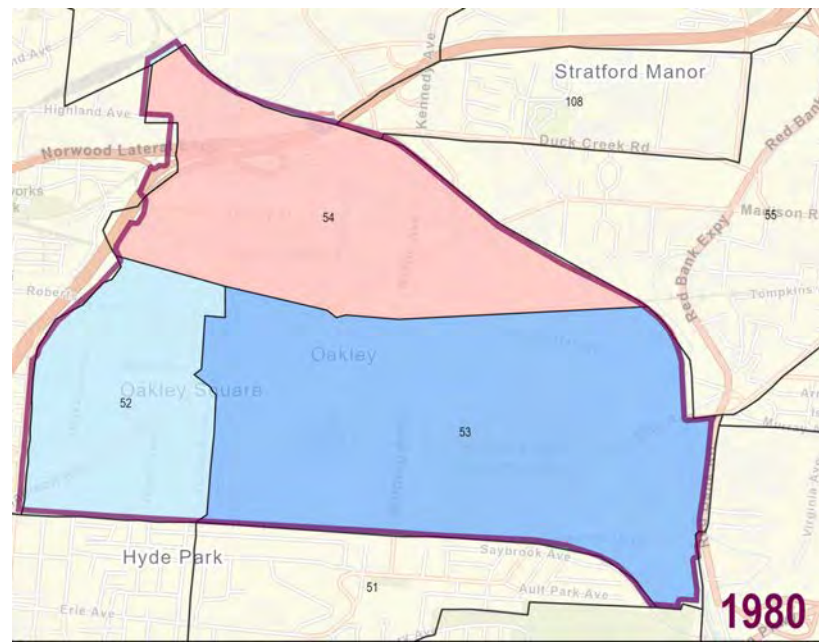
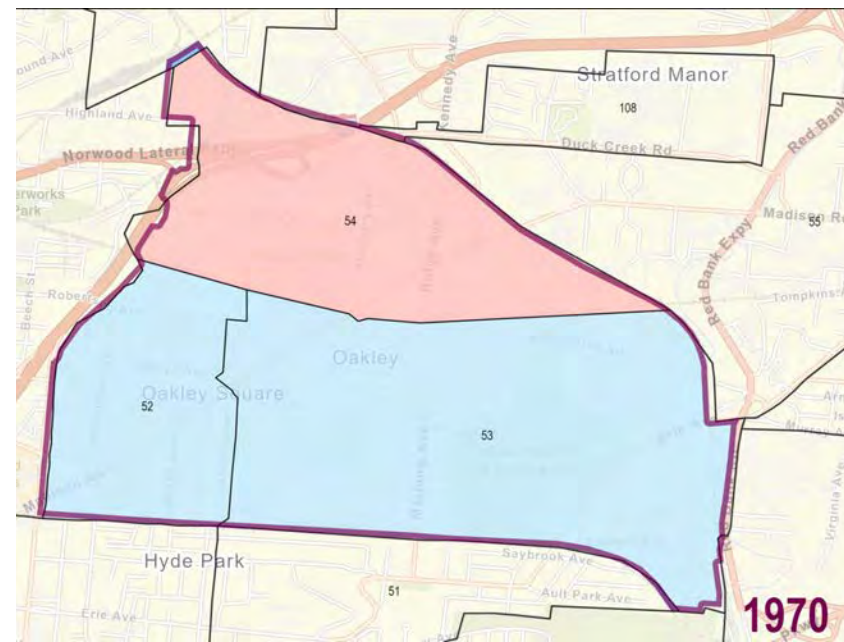
Clifton Heights, University Heights, & Fairview (CUF)



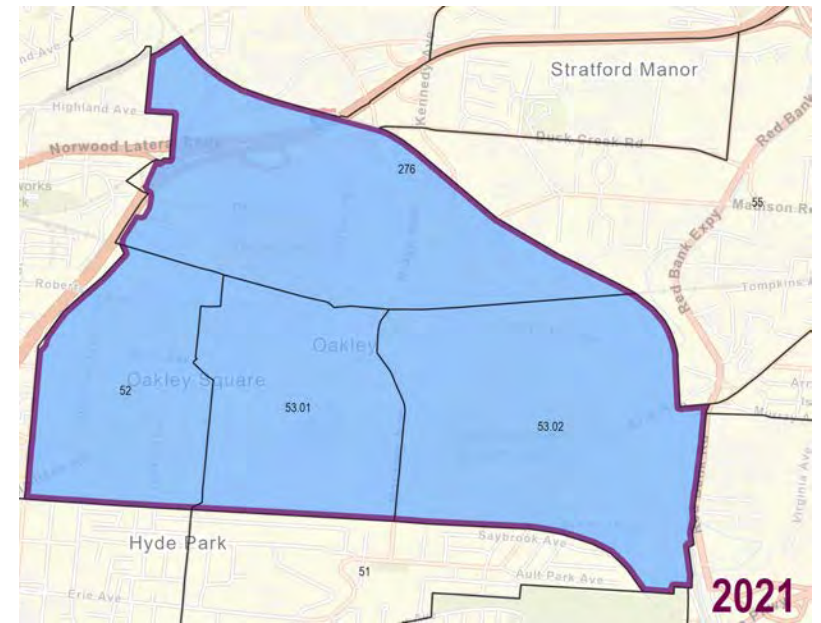
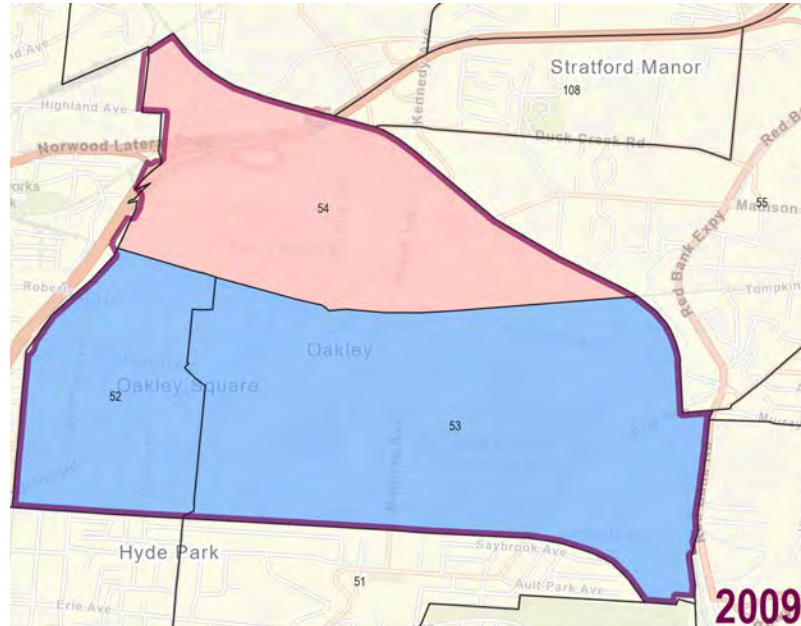
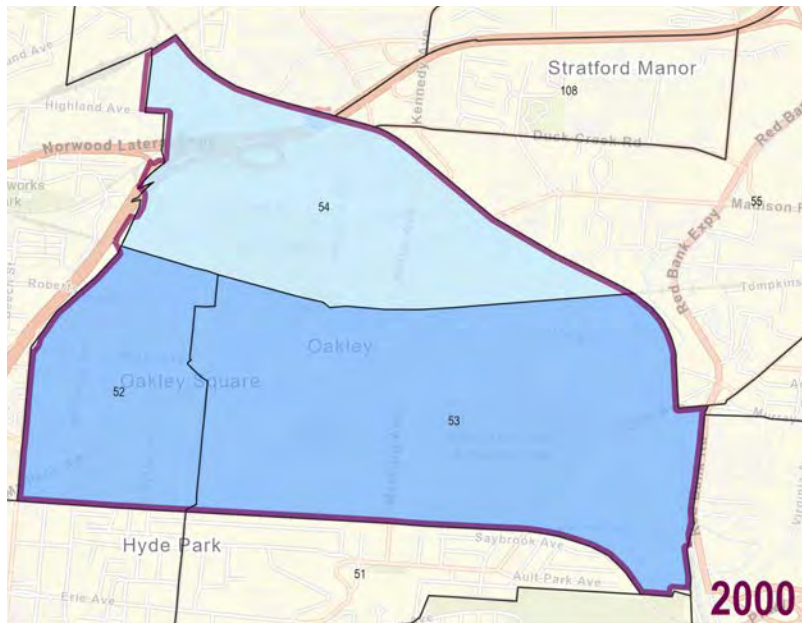


Oakley

Oakley



Oakley





Mount Adams



Madisonville



College Hill

The background features a large, light gray watermark of the University of Cincinnati logo. It consists of a stylized figure with arms raised, positioned within a series of concentric, semi-circular arcs that resemble a target or a stylized 'C'.

ERIC RADEMACHER

University of Cincinnati

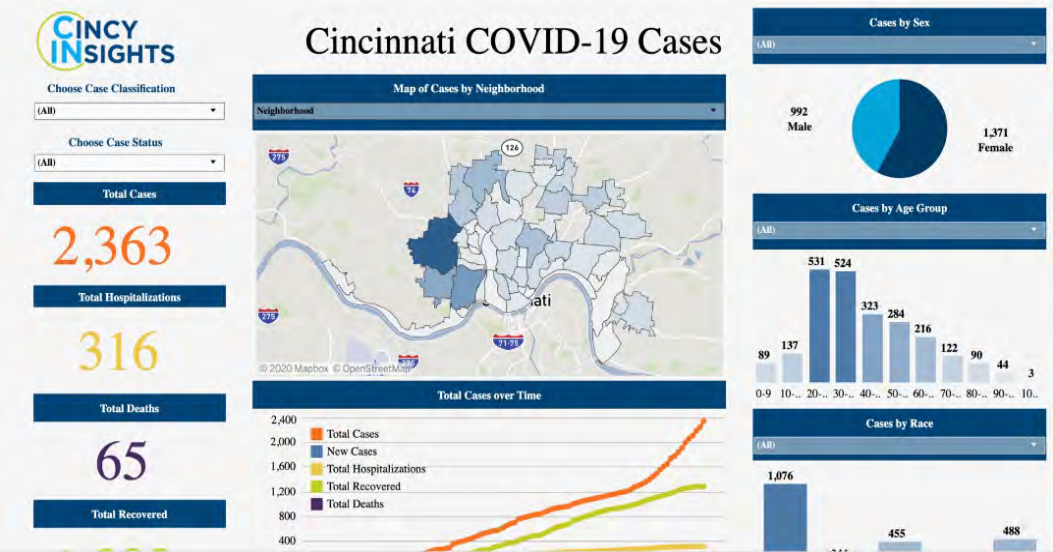
Implications for Policy & Practice

Implications for Policy & Practice

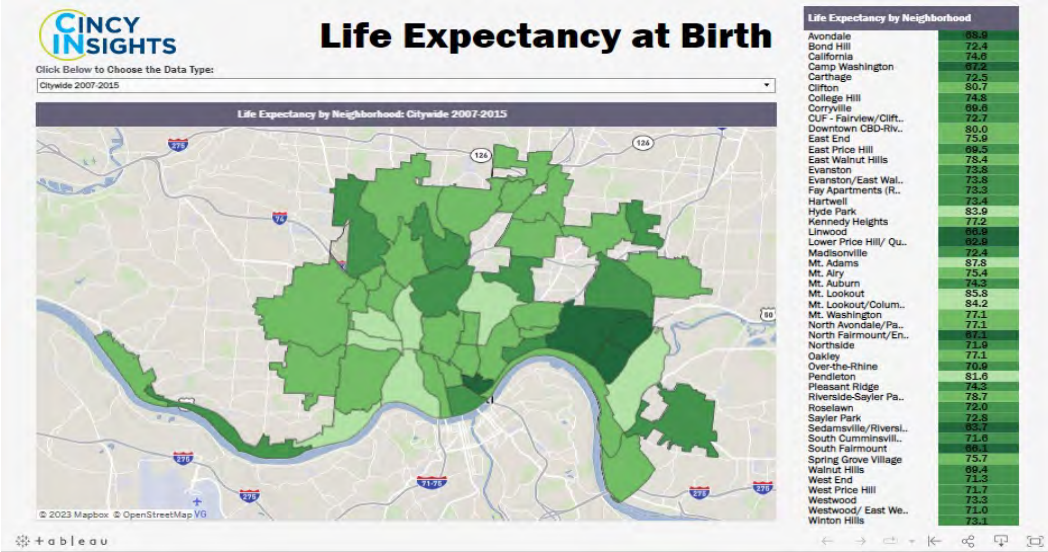


“The results of the census help determine how hundreds of billions of dollars in federal funding, including grants and support to states, counties and communities are spent every year for the next decade. It helps communities get its fair share for schools, hospitals, roads, and public works. That funding shapes many different aspects of every community, no matter the size, no matter the location. These funds are based on population totals and breakdowns by sex, age, race and other factors.”

Implications for Policy & Practice



“Studies have shown that COVID-19 does not affect all population groups equally. **Three important factors are age, race, and ethnicity.**”



Shanahan et al. 2022

“Conclusions and relevance: In this study, neighborhood conditions and resources for children were significantly associated with life expectancy at birth ... at the Census tract level. These findings suggest that community resources and conditions are important targets for antipoverty interventions and policies to improve life expectancy and address health inequities.”

Image Credits and Sources:
<https://insights.cincinnati-oh.gov/stories/s/Health-and-Environment/fq5f-c2zv/>
<https://www.cdc.gov/coronavirus/2019-ncov/hcp/clinical-care/underlyingconditions.html>
<https://pubmed.ncbi.nlm.nih.gov/36239940/>

Neighborhood Revitalization & Gentrification



Eight indicators of inclusive prosperity

Based on changes in neighborhoods with concentrated poverty in U.S. metropolitan areas from 2000 to 2015

External Indicators

Seem to signal there is prosperity in the environment around a neighborhood

Positive economic growth

Lower homicide rates

Low risk of displacement

Internal Indicators

Seem to signal that conditions inside a neighborhood enable residents to be included in the prosperity that surrounds them

Higher rates of homeownership

Lower residential vacancy

Increased housing density

Greater self-employment

Presence of community organizations

SOURCE: Common Good Labs analysis of data from the U.S. Census Bureau and other sources. For more information, see pages 21 to 28 of the methodology.

B Brookings Metro

Intended & Unintended Consequences

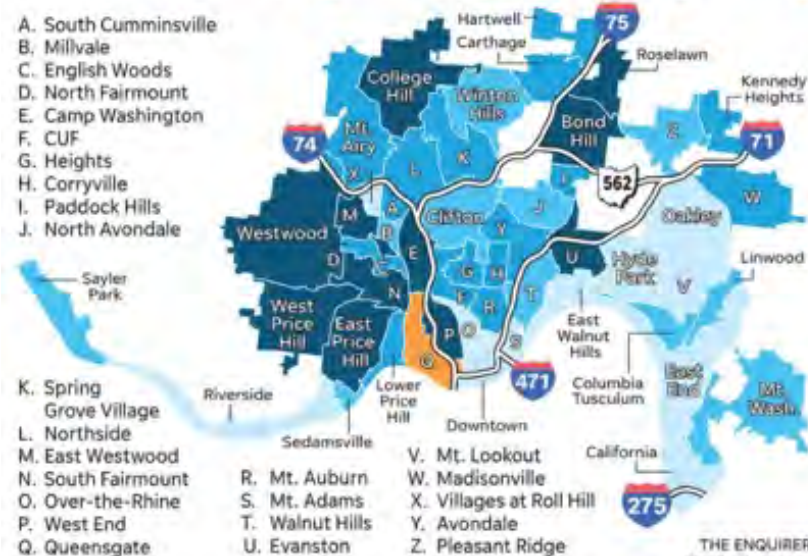


Property values soar in mostly Black Cincinnati neighborhoods

Property values shot up more than 100% in some mostly Black Cincinnati neighborhoods. Residential property values increased 32% in Cincinnati from about \$13.2 billion in 2020 to \$17.4 billion in 2023.

Less than 20% 20% to 40% 40% to 60% More than 60% No data

- A. South Cumminsville
- B. Millvale
- C. English Woods
- D. North Fairmount
- E. Camp Washington
- F. CUF
- G. Heights
- H. Corryville
- I. Paddock Hills
- J. North Avondale



- K. Spring Grove Village
- L. Northside
- M. East Westwood
- N. South Fairmount
- O. Over-the-Rhine
- P. West End
- Q. Queensgate
- R. Mt. Auburn
- S. Mt. Adams
- T. Walnut Hills
- U. Evanston
- V. Mt. Lookout
- W. Madisonville
- X. Villages at Roll Hill
- Y. Avondale
- Z. Pleasant Ridge


SOURCE: Hamilton County Auditor

THE ENQUIRER/
Randy Tucker and
Michael Nyerges

Examples of Neighborhood Revitalization/Gentrification

- Avondale
- Corryville
- Downtown
- Evanston
- Madisonville
- Mt. Auburn
- Northside
- Price Hill
- Pendleton
- Walnut Hills
- West End

United Way Initiatives & Programs



BUILDING A COMMUNITY WHERE ALL FAMILIES CAN THRIVE

2023 PUBLIC POLICY AGENDA

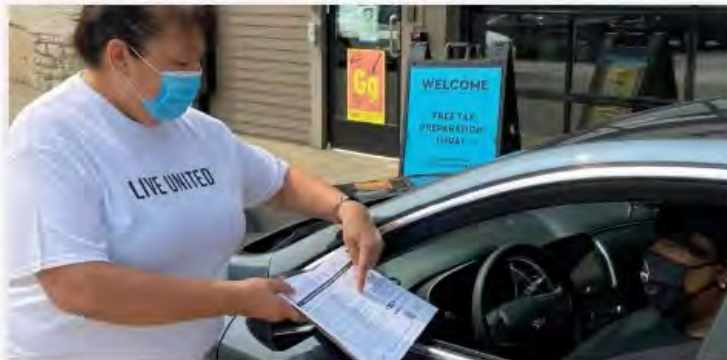
The graphic features three photographs of diverse families: a man, woman, and two children; a man holding a baby; and a woman holding a baby. The background is a solid orange color.





United Way
of Greater Cincinnati

TOP PROGRAMS



FREE TAX PREP

Free Tax Prep, an initiative of United Way of Greater Cincinnati, provides free income tax preparation and filing services. The program is funded by the IRS and powered by numerous volunteers.



BLACK EMPOWERMENT WORKS

Black Empowerment Works promotes Black self-determination, social mobility and economic prosperity by resourcing and funding grassroots-generated, Black-led ideas, programs and projects.



211 HELP CENTER

Our certified information and referral specialists are trained to listen, engage, ask questions, assess your needs and connect you to a community resource from our large database of local providers.



Monica Mitchell

**Cincinnati Children's Hospital
Medical Center**

Implications for Diversity, Inclusion, Equity, & Culture

Implications for Diversity, Inclusion, Equity, & Culture

- ◆ SES and Census Data across 50 Years highlight Cincinnati's important history
- ◆ Maps and images capture the city's evolution and transformation
- ◆ Cincinnati's story mirrors national trends and details its unique history
- ◆ Residents themselves are important narrators of changes over time
- ◆ They will tell you about how the neighborhoods have changed over time



Residents will tell you...

Neighborhoods are Mostly Segregated



When you grow up in a community where integrating with people who don't look like you is not valued, then it affects how you identify and interact with others as an adult.

For a long time, I felt that Cincinnati didn't want to be "burdened" by any anecdote of race. But I started to realize, as I engaged more conversation, many people in Cincinnati don't feel like they have a safe place to discuss race among a diverse group of people.

Residents will tell you...

There has been Change and Transition



Gus Whitfield grew up in the West End then moving to Avondale and Pleasant Ridge. Today, he's back living in his old neighborhood. During his early life, the city and the state had been preparing for federally-funded "slum clearance," often called urban renewal, and the construction of I-75, which was going to cut through the West End and an area now called Queensgate.

Roughly 3,000 structures were demolished, and more than 20,000 residents, nearly all black, were displaced to neighborhoods like Avondale, Over-the-Rhine, Walnut Hills and others.

Residents will tell you....

They, and Others They Know Feel Vulnerable



← Post

1 77

JAMES BATES II @JAMESEBATESII · Jan 10
Please add ERA Property management on the list as well... they are terrible, disrespectful and unprofessional. Where can I file a complaint or add them to the list of poor property managers you should look into?

1 88

Texas Home Buyers Remorse @HomeRemorse · Jan 11
[@markmelton99](#) [@TXCivilRights](#) [@MerrittForTexas](#) [@KenKalthoffNBC5](#) [@BudKennedy](#) [@waters_leah](#)

67

Mariann Quinn @quinn_mriann · Jan 10
I lived near UC for 25 years. The past several years I noticed as out-of-town investors bought once owner-occupied homes or locally-owned rentals that maintenance would immediately deteriorate

1 200

Scott Ready @ScottReady · Jan 10
How about focusing your attention on the murders and the drugs that are dealt in the city. Those seem to be far more pressing issues than maintenance in an apartment complex. Cincinnati is littered with trash and derelicts running the streets.

1 58

Devlin A Dreadwood デブリン・ドレッドウ · @Redgamingdrag · Jan 10
Here is the gist, and this is from a resident of the complex. All these demands for repairs will either go under the radar or they will say they are being worked on but once the management changes hands all that will get deleted as if it never happened and we will be at square one

1 115

Residents will tell you...

There are Positives...There is History, Pride, & Celebration!



Residents will tell you about...

Programs That Are Working in Neighborhoods

- ◆ Avondale Development Corporation
- ◆ Price Hill Will
- ◆ Others

What They Do:

- ◆ Invest In and With Community
- ◆ Create & Sustain Comprehensive Partnerships
- ◆ Provide Wrap Around Services



Cincinnati's story is still being written...

We are shaping the Greater Cincinnati area's history and future as....

- ◆ Residents
- ◆ Parents & Grandparents
- ◆ Planners
- ◆ Innovators
- ◆ Advocates
- ◆ Innovators
- ◆ Change Makers





CINCINNATI

Q&A

Closing Remarks



Resources: Utilizing SES Quartiles

- ◆ ***The Social Areas of Cincinnati: An Analysis of Social Needs Reports***

- 5th Edition (2013)

- <http://www.socialareasofcincinnati.org/files/FifthEdition/SASBook.pdf>

- 4th Edition (2004)

- <http://www.socialareasofcincinnati.org/files/SocialAreasOfCincinnati2004.pdf>

- ◆ **SES Quartiles Interactive Map for the City of Cincinnati (2021)**

- <https://www.arcgis.com/home/item.html?id=59c3ba26e9ee45f08b7fe2f1ab6b28c0>

Census Data: The Social Areas of Cincinnati

U.S. Census Data and American Community Survey are the foundations of *The Social Areas of Cincinnati Reports*:

City of Cincinnati Census Data & Demographics

<https://www.cincinnati-oh.gov/planning/maps-and-data/census-demographics/>

American Community Survey (ACS) 2021 Data

<https://www.census.gov/programs-surveys/acs/news/data-releases/2021/release-schedule.html>

City of Cincinnati Life Expectancy (2009-2015)

<https://insights.cincinnati-oh.gov/stories/s/Life-Expectancy/9xxh-r3qg/>

Census Data: Help for Novice Users

Census Survey Explorer

<https://www.census.gov/data/academy/data-gems/2022/finding-data-with-census-survey-explorer.html>

2020 Census

<https://www.census.gov/data/academy/topics/2020-census.html>

<https://www.census.gov/data/academy/courses/comprehensive-course-for-accessing-2020-census-redistricting-data.html>

American Community Survey

<https://www.census.gov/data/academy/courses/discovering-the-american-community-survey.html>

Census Data: Simple Examples

Description of Geographies (Nation to Tracts to Block Groups to Blocks)

<https://www.youtube.com/watch?v=1LZPYS0cR68&list=PLewV-zKXDZkg3sjxrt2r4RUkjPCeKQBxh&index=10>

Boston as a Neighborhood Example

<https://www.census.gov/data/academy/data-gems/2020/how-to-access-data-for-your-neighborhood.html>

References

Report of the Cincinnati Child Poverty Collaborative, 2019

The State of Black Cincinnati 2015: Two Cities, Greater Cincinnati Urban League Two Cincinnati's, 2015

Child Poverty in Cincinnati, The Rand Corporation for the Cincinnati Child Poverty Collaborative, circa 2019.

“Appalachian Cincinnati” See Chapter 5 of the Social Areas of Cincinnati Fifth Edition, Michael Maloney and Christopher Auffrey with Eric Rademacher published by the University of Cincinnati School of Planning, United Way, University of Cincinnati Community Research Collaborative, 2014, p. 41ff at www.socialareasofcincinnati.org

All-In Cincinnati: Equity Is the Path to Inclusive Prosperity, Crowder, Jr., James A., PSC Program for Environmental & Regional Equity, October 2018

Child Poverty Collaborative and Project Lift: City of Cincinnati & Hamilton County, Ohio: Helping families achieve economic mobility through access to flexible funding, Results for America, February 2022

Cincinnati Financial Freedom Blueprint (<https://www.cincinnati-oh.gov/manager/financial-freedom/>)

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THANK YOU!

For more information, data and to learn about upcoming events visit www.uwgc.org/knowledge



United Way
of Greater Cincinnati