

Columbus Community Profile

THE CITY OF
COLUMBUS



Columbus was founded in 1812 at the confluence of the Scioto and Olentangy rivers. In 1803, the year of Ohio's statehood, the capital was moved from Chillicothe, located 45 miles to the south, to Zanesville, located 50 miles to the east, and back to Chillicothe. Created specifically to be the capital city, state officials finally selected a centralized location in Columbus in 1812 and the city officially became Ohio's permanent capital in 1816. Currently, Columbus maintains its ranking of the 14th most populated city in the United States.

Covering almost 226 square miles, the city is recognized nationwide for its historic neighborhoods, booming downtown arts and sporting district, open attitude, and notably affordable quality of life. The city's economy is very diverse and the community prides itself on being at the forefront of education reform, fiscal responsibility, and public safety. Economic investments in the future of Columbus have created jobs and spurred major initiatives focused on improving neighborhoods, community health, and the environment.

Columbus Government



The city is a home-rule municipal corporation operating under the laws of Ohio. The City Charter, its constitution, can only be amended by a majority of the city's voters.

The city is administered by a Mayor, a seven-member City Council, the City Auditor, and the City Attorney. These officials are all elected for four-year terms on an at-large basis. The Mayor and four Council members are elected in an odd numbered year. Three Council members, the City Auditor, and the City Attorney are elected in the following odd numbered year. The City Charter provides for appointments and elections of successors to these officials if they should, for any reason, vacate their office. All are chosen through a non-partisan process.

The Recreation and Parks Director, the Health Commissioner, and the Civil Service Executive Director are appointed by, and report to, independent commissions. The City Treasurer and Clerk to the Council are appointed by, and serve at the pleasure of, City Council. All other departments' directors are appointed by, and serve at the pleasure of the Mayor.

Stay Connected

The MyColumbus free Mobile App allows access to numerous city services, a community events calendar, park and trail guides, and tips for a healthy lifestyle, among other resources.



Key City Services at a Glance

Development

Annual Average Emergency
& Non-Emergency Requests 38,466
Annual Average Code Violation Notices 19,317

Neighborhoods

Neighborhood Pride Centers 5
311 Service Requests Received in 2018 301,655

Public Health

Licensed Food Facilities
Compliant with Health Standards 99%
Annual Average Immunizations 29,716

Public Safety

Annual Average EMS &
Fire Runs Dispatched 158,792
Fire Stations 34
Police Substations 16
Annual Average 911 Police Service Calls 636,336

Public Service

Roadway Lane Miles Maintained .. Over 6,400 Miles
Refuse Total Households Served 341,000
Recycling Tons Collected 40,000
Bridges Maintained 206

Public Utilities

City-Owned Sewer and
Water Lines Maintained 7,043 Miles
Wastewater Treatment Plants 2
Water Treatment Plants 3
Gallons of Wastewater Treated (2018) 78 Billion
Gallons of Drinking Water Treated 48.8 Billion
Service Population 1.2 Million
City Power Customers Over 14,950

Recreation & Parks

Park Sites 380
Acres Maintained (Including Reservoirs) 15,267
Swimming Pools, Spray Grounds,
Splash Pads & Fountains 17
Golf Courses 6
Multi-Use Trails 126 Miles
Community Centers 29
Athletic Complexes 5

Columbus Demographics



The population of Columbus is diverse, young, and has a growth rate double the national average. The city's population is well educated, with over 35 percent having earned a bachelor's or advanced degree compared to the national average of 31 percent.

Source: U.S. Census Bureau April 1, 2010 & July 1, 2018 Estimates

Population Quick Facts

Population Size..... 892,533
Population per Square Mile..... 3,967

Population Growth Rate

COLUMBUS 13.1%
National Average 6.0%

Median Income

COLUMBUS \$49,478
National \$57,652

Median Age

COLUMBUS 32.3
National 38.2

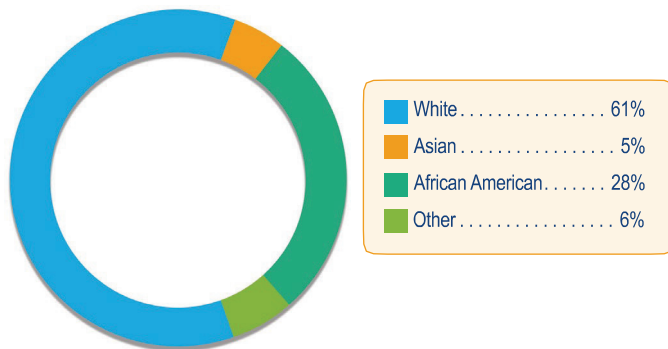
Population by Age

Under 18 22.7%
18 to 65 67.5%
Over 65 9.8%

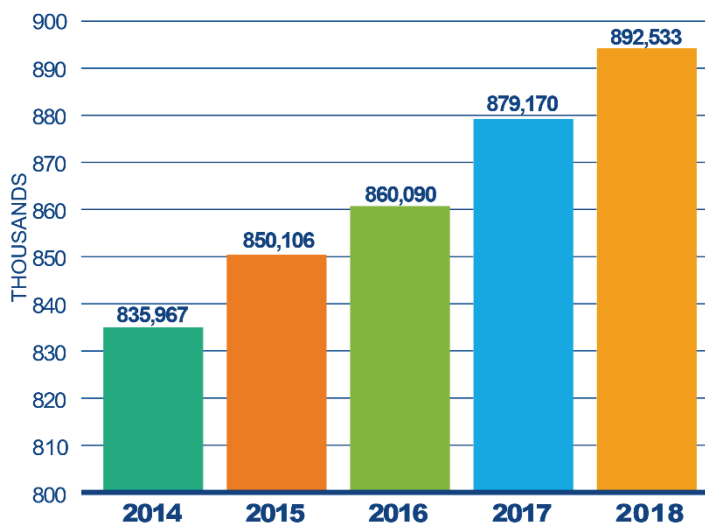
Sex

Female 51.3%
Male 48.7%

Racial Demographics



Population 5 Year Trend



FUN FACT!
Columbus has
never declined in
population



Source: U.S. Census Bureau 2018 Estimates,
QuickFacts & American FactFinder

Columbus Housing

The City of Columbus’ housing market is booming with trendy and desirable neighborhoods, affordable housing options, and a thriving local economy. In Nationwide’s Health of Housing Markets 2019 Q1 report, the Columbus housing market was ranked 35th nationwide.

Columbus is known for its vibrant, unique neighborhoods. Throughout the city, there are a variety of living options with many neighborhoods consisting of smaller communities within its borders. Residents are able to live in areas that range from historically preserved German Village, to the popular Short North, or newly developed downtown condominiums.



Housing Quick Facts

Housing Units 385,850

Persons per Household

COLUMBUS2.4

National Average2.6

Ownership Rate

COLUMBUS 45.1%

National Average 63.8%

Median Home Value

COLUMBUS \$136,500

National \$193,500

Median Monthly Mortgage

COLUMBUS \$1,293

National \$1,515

Median Monthly Rent

COLUMBUS\$889

National\$982

Source: U.S. Census Bureau April 1, 2010 & July 1, 2018
Estimates QuickFacts and American FactFinder



Columbus North-Side

Notable Capital Projects



Short North High Street Improvements: This project is entering the third of multiple phases that will provide streetscape improvements to the Short North District. This phase will include sidewalk replacement along High Street from West Poplar Street to King and 7th Avenues. Existing traffic signals will be replaced with new, decorative mast arm traffic signals. A new storm sewer will be installed to separate the storm water system from the existing combined sewer system. All overhead utilities will be relocated underground. Water kiosks and electrical receptacles will be installed to provide access to these utilities in the right-of-way for the Short North Alliance.



Fire Station #16: This project will replace the existing, outdated station with a new 22,000 square foot fire station.

Linden Community Recreation Center: This project will replace the existing recreation center with a community center twice the size of the former building. The new center improvements include a full-size gymnasium, elevated track, fitness center, game room, teaching kitchen, music studio, partnership spaces, and other program spaces. Along with the new center, the surrounding park will be renovated to include a new fishing pond, performance space, loop walks, play areas, playground, sport courts, parking, lighting, and landscaping.

Columbus South-Side

Notable Capital Projects

Indian Mound Facility Improvements: The facility is to be renovated to expand year round natural resource outdoor education and programs. Camps have been at capacity and more space is needed. The project also includes replacing an existing facility on the property that was condemned. The new facility is to include additional classrooms for outdoor education and office space for staff for an expanding outdoor education program.

Livingston Avenue Improvements: This project will have multiple phases to provide streetscape improvements to Livingston Avenue. The initial phase will include sidewalks, bike lanes, landscaping, and granite curbs. Livingston will then be converted to two-way traffic after the Livingston Phase B-5th to High project has been built. Phase B involves roadway improvements for Livingston Avenue from High Street to Fifth Street and will include three bus stops, widening of the sidewalk, and bike lanes in both directions. Phase C will include additional improvements to add bike lanes, curb extensions where parking is permitted, a new sidewalk, intersection upgrades, and streetscape improvements, as well as the installation of new storm sewers and street lighting.



Arterial Street Rehab – Alum Creek Drive: This project completes the expansion of the Alum Creek Drive corridor from Livingston Avenue to I-270. Alum Creek Drive experiences heavy truck traffic. Widening this portion of the road will increase capacity, reduce delays, and increase safety. Pedestrian and bikeway facilities will also be provided where none currently exist.

Columbus East-Side

Notable Capital Projects

Intersection Improvements: Main Street at McNaughten Road -- This project will provide improvements to the intersection of Main Street and McNaughten Road that will increase capacity and improve safety for motorists and pedestrians.



Windsor Pool Renovations: This project will benefit the public by improving and repairing an important recreational facility that has served the community for over fifty years. Improvements to Windsor Pool, located in South Linden, will extend its serviceable life for a planned two years while planning work is performed to determine the long-term future use of the facility.

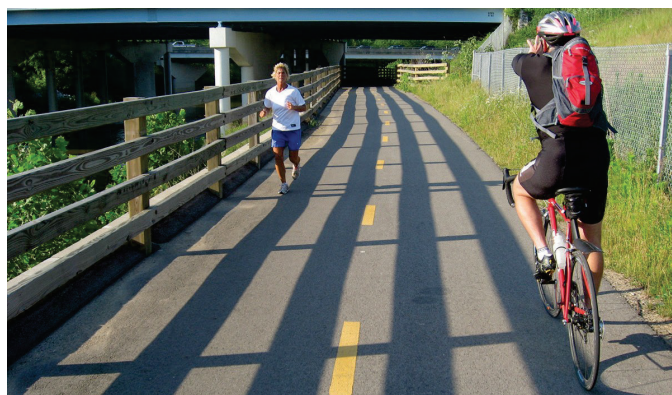
Franklin Park Cascades: Improvements and repairs are needed to allow the Franklin Park water cascades and ponds to be fully operational and in good condition. The community has expressed its desire to keep, restore, and improve this park amenity.

Columbus West-Side

Notable Capital Projects

School Sidewalks - Hilltop: Installation of sidewalks serving Columbus City School students in the Hilltop area, including West High School, Highland Elementary School, and West Broad Elementary School.

East Franklinton Roadway Extensions: A new mode for traffic circulation is needed to support new development and the creation of jobs. Lucas Street will be extended 350 feet south from Rich Street. Cherry Street will be extended from McDowell Street to the new Lucas Street addition.



Norton Road Shared Use Path: This project allows for construction of one half mile of ten foot wide shared-use path along the west side of Norton Road from Camp Chase Trail to Hall Road, including drainage improvements. This will provide a path to connect the Camp Chase Trail to local neighborhood streets and Norton Road bike lanes north of Hall Road.

Columbus Downtown

Notable Capital Projects

Creative Campus Roadway Improvements:

This project includes upgrades to roadway, sidewalk, pedestrian safety, and aesthetic elements in the Columbus College of Art and Design area. Also included in this project is the transformation of Cleveland Avenue (North of Mt. Vernon to South of Long Street) from four lanes to three lanes to include a center turn lane, wider sidewalks, safer crosswalks, overhead utility burial, new street trees, and on-street parking to complement Creative Campus neighborhood improvement efforts.

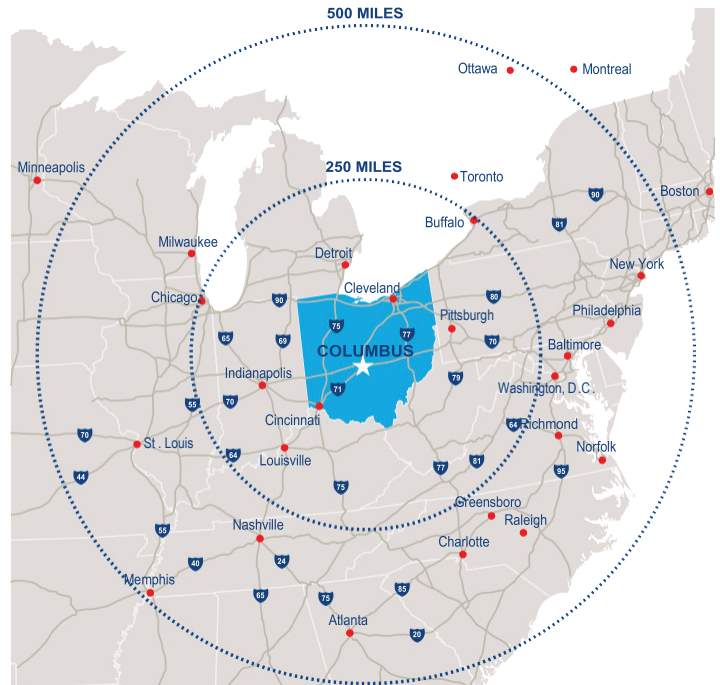


Town Street Water Main Improvements: This project provides general rehabilitation of the area's water distribution system and includes construction of new water mains, ceased use of existing water mains, and transferring water services.

Source: Columbus Region

Source: Columbus Regional Airport Authority

Taxi Services: Pedicabs provide bike taxi service throughout downtown and taxicabs offer taxi service throughout the city.





In 2015, the United States Department of Transportation (USDOT) Smart City Challenge encouraged cities to put forward their best and most innovative ideas for the efficient movement of people and goods at the intersection of technology and transportation.



The USDOT intended for this competition to focus on how emerging transportation data, technologies, and applications can not only be integrated with existing city systems to address transportation challenges, but can also be used to spur reinvestment in under-served communities.

In June 2016, the City of Columbus was announced the winner of the Smart City Challenge, beating out 77 other cities from across the country. Columbus won two grants as part of the US Department of Transportation Smart City Challenge: \$40 million from the USDOT to fund transportation and technology based projects and \$10 million from the Paul G. Allen Family Foundation to fund work aimed at reducing greenhouse gas emissions from the transportation sector.

Smart Columbus Outcomes



OPPORTUNITY



ENVIRONMENT



SAFETY



AGENCY
EFFICIENCY



MOBILITY

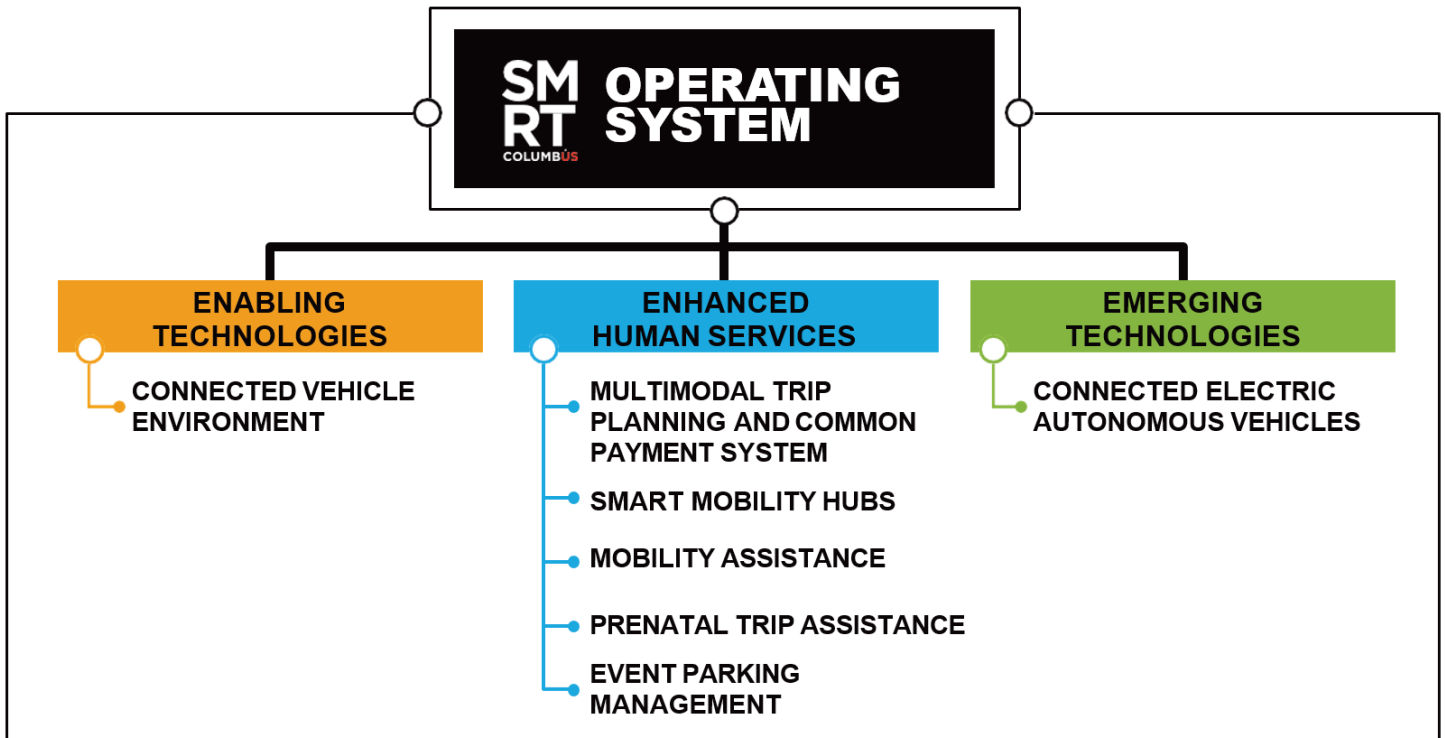


CUSTOMER
SATISFACTION

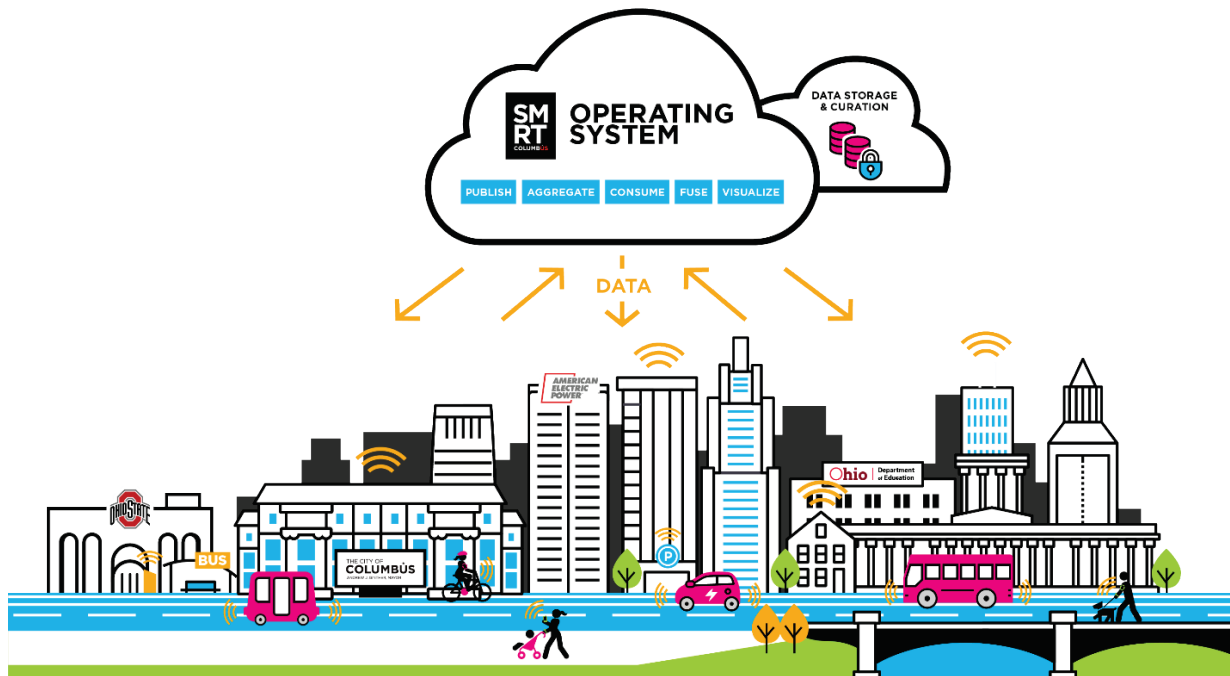


USDOT Portfolio

There are eight unique, but connected, projects that are designed to leverage technology and data to provide open, equitable access to mobility options in the USDOT portfolio.



The USDOT grant is anchored by the creation of the Smart Columbus Operating System, which will be a dynamic cloud-based platform designed to collect, aggregate, and disseminate the data necessary for the successful completion of the Smart Columbus projects.



USDOT Portfolio: Develop, Procure & Deploy

Smart Columbus has continued the Systems Engineering process to develop each project, procure the appropriate vendor to execute each project, and deploy two projects: Mobility Assistance for People with Cognitive Disabilities and Prenatal Trip Assistance.

Smart Columbus held webinars to seek public and expert comment on each project through January 2019. Recordings and slides from the webinars are available on the Smart Columbus website.

The following vendors were selected to support the development and deployment of each project:

- Mobility Assistance for People with Cognitive Disabilities: AbleLink
- Prenatal Trip Assistance: Kaizen Health
- Multi-Modal Trip Planner/Common Payment System: MTECH and Siemens
- Connected Vehicle Environment: Siemens and Kaptch
- Connected Electric Autonomous Vehicle: EasyMile
- Event Parking Management: ParkMobile
- Smart Mobility Hubs: Orange Barrel

The first USDOT portfolio project to launch was Mobility Assistance for People with Cognitive Disabilities in April 2019. The recruitment goal was met by identifying 23 people to train and use the Wayfinder app. As the first government entity to test this application, Columbus will continue to evaluate the successful implementation of project goals.

The second USDOT portfolio project to launch was Prenatal Trip Assistance in May 2019. Recruitment of expectant women in need of rides to the doctor to participate in our study continues through March 2020.

Smart Columbus Operating System:



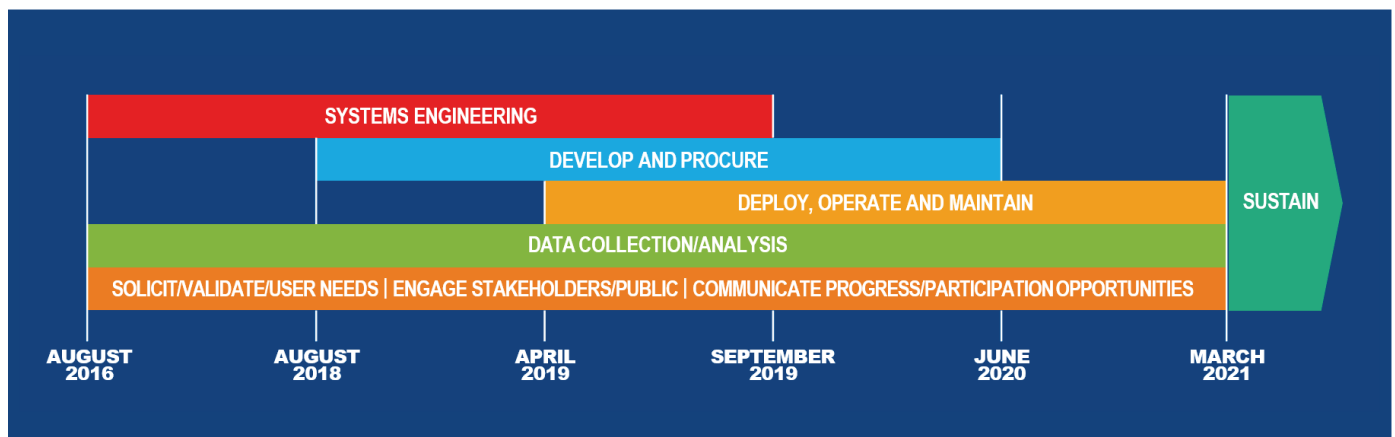
The Operating System, a dynamic data platform, serves as the backbone to smart city projects. New features of the 2.0 version launched on April 22, 2019 include: preparations to stream more near-real-time data, the use of open source tools, and architecture built in a way to increase the flexibility of the system.

The Operating System currently stores over 3,000 datasets. Examples of datasets include: Traffic Characteristics, City Infrastructure Inventory, Crash Records, Weather Readings, Emergency Response Times, Food Services, Parking Locations and Health Behaviors. A Data Management Plan and Data Privacy Plan inform how the system technically ensures privacy of data. Data has been made available to the Operating System from USDOT projects.

In June 2019, the Operating System released its first iteration as an open source platform making it a scalable, extensible, portable, and sustainable platform for other cities to leverage.

A core feature to look forward to is a series of visualization tooling that will not require a programming background. These tools will allow data to be visualized via graphs, charts, dashboards and/or maps. Additional visualization tools were released in October 2019 that will allow the ability to analyze data from multiple datasets.

Another key feature of the system is the ability to host applications that can be shared with other applications. For example, hosting the Payment Broker for Common Payment Systems and the Trip Optimization Engine of the Multi-modal Trip Planning Application. The team will continue to engage the community through collaborating with city agencies to improve their processes and ability to serve the community.



Connected Vehicle Environment:

Smart Columbus will install up to 1,800 on-board units in city fleet, COTA buses, emergency vehicles, and residents' personal vehicles, as well as install around 113 road side units at intersections with high crash-rates along High St., Morse Rd., Cleveland Ave., and in logistics districts. By doing so, vehicles can "talk" to one another and "connect" with traffic signals and other infrastructure. This connectivity allows the vehicles to avoid collisions, and provides data that the city can use to identify traffic patterns and safety concerns.



Kaptch has been on-boarded to provide equipment and software development for the road-side units. Siemens was brought on to provide on-board unit equipment and manage installations through Brandmotion.

Recruitment of residents who frequently drive in the selected corridors started in October 2019. Installation of road side units and on-board units will begin in early 2020 with the pilot launch anticipated for July 2020.

Multi-Modal Trip Planning and Common Payment System:

Smart Columbus is working to create a single trip planning and payment application that allows travelers to easily plan and pay for trips that involve multiple modes of transportation such as the bus, bikes, scooters, taxis, ride-share, and more.



MTECH was on-boarded to develop the trip planner app, called Pivot. An early version of the app with trip planning capabilities only is available in the app store for Apple or Android as of August. The full trip planning application with an account-based single payment system is expected to launch in January 2020.

Smart Mobility Hubs:

The Smart Mobility Hubs will be 6 locations near Columbus State Community College, Linden, and Easton areas to connect people to available transportation options like bikes, scooters, ride-share, and bus service. The hubs will be anchored by real-time information kiosks with free Wi-Fi access and touch-screen displays to access Pivot, the multi-modal trip planning app, emergency calling, and other applications. The kiosks will allow for those without smartphones the ability to access multi-modal transportation options and enhance their mobility. Orange Barrel was on-boarded to provide the real time information kiosks known as IKEs. Construction began in October 2019 and will be completed in March 2020.



Mobility Assistance:

By partnering with The Ohio State University and COTA, Smart Columbus is working to deploy a mobile application that provides highly detailed turn-by-turn navigation specifically designed to assist people with cognitive disabilities to travel safely and more independently on fixed-route bus services. The recruitment goal was met by identifying 23 people to train and use the Wayfinder app.



Prenatal Trip Assistance:

Smart Columbus, The Ohio State University Wexner Medical Center, Caresource, Molina Healthcare, CelebrateOne, Physicans Care Connection, and StepOne have partnered to learn how best to provide transportation services for moms-to-be. OSU will examine women's satisfaction with transportation services that they receive. They will also examine whether a particular model of transportation delivery is associated with improved pregnancy outcomes and lower infant mortality. Recruitment of expectant women will continue through March 2020.



Kaizen Health was on-boarded to provide some of the transportation for the pilot. A request for proposals seeking a transportation service vendor was published in October 2018. The pilot is anticipated to take place from May 2019 through November 2020.

Event Parking Management:

Smart Columbus is partnering with the Department of Public Services' parking modernization program and Experience Columbus to create a one-stop shop application to find, reserve, and pay for available parking.



ParkMobile was on-boarded to expand the features of the ParkColumbus app. New features will be added September 2019 through March 2020.

Connected Electric Autonomous Vehicles:

Smart Columbus will establish a new transportation option in Linden by launching a self-driving shuttle. The shuttle will have an operator on board and will have stops at the Linden Transit Center, Douglas Recreation Center, Rosewind Resident Council, and St. Stephen's Community House.



The goal of this project is for Linden residents to be better able to travel their community and connect to the rapid transit bus line to improve access to jobs and services throughout the city.

EasyMile was on-boarded to provide transportation service along the route. The shuttle is anticipated to launch by the end of 2019.

Paul G. Allen Family Foundation Priorities:

In addition to the USDOT grant, Columbus was awarded \$10 million as the winner of the Smart Cities Challenge by the Paul G. Allen Family Foundation. This grant seeks to reduce greenhouse gas emissions by electrifying vehicles and encouraging people to use shared modes of transportation. The Electrification Program is guided by five overarching priorities that will be pursued over a three-year period that began in April 2017:

Decarbonization:

Smart Columbus and its partners, AEP Ohio and the City of Columbus Division of Power, seek to install 905 MW of utility scale renewable energy generation by 2030, procure at least 1.2 million MWh of renewable energy for the City of Columbus through 2022, and save 480 GWh through energy efficiency and smart grid programs. As of June 30, 2019, AEP Ohio has deployed more than 762,344 smart meters throughout its service territory, with more than 532,195 installed in the seven-county Columbus region.



Fleet Adoption:

Smart Columbus seeks to deploy 265 electric vehicles in public fleets. The City of Columbus has committed to procuring 200 of those vehicles, and has already put 125 vehicles into operations. Local municipalities and public sector entities have also procured vehicles, including the cities of Dublin (5 vehicles purchased), Hilliard (2), Westerville (2), Whitehall (2), and Worthington (2), as well as The Ohio State University (2), the Columbus Regional Airport Authority (2), the Mid-Ohio Regional Planning Commission (2), and Franklin County (13).



Charging Infrastructure:

In order to make driving electric more convenient and attractive, Smart Columbus will deploy more than 900 new charging ports by 2020. Smart Columbus is collaborating with workplaces, multi-unit developers, municipalities and public places to deploy additional charging stations.



Transit, Autonomous and Multi-Modal Systems in the City:

Through this priority, Smart Columbus seeks to increase and enhance transit system efficiency to lower carbon intensity and boost ridership, deploy electrified autonomous vehicles and truck platooning to demonstrate proof of concept and lead to long-term carbon reduction, and reduce single occupancy vehicle trips by providing tools to plan and execute multi-modal trips in order to reduce greenhouse gas emissions. Smart Columbus will install additional bike infrastructure, promote shared transportation, and deploy an electric autonomous shuttle.



Consumer Electric Vehicle Adoption:

Smart Columbus is working to increase electric vehicle adoption by drivers in the seven-county Columbus region by almost five times—from 0.37 percent in 2015 to 1.8 percent in 2020. Smart Columbus is partnering with 50 private sector employers to educate Columbus' workforce on the benefits of driving electric and using shared mobility. Electric Vehicle adoption in central Ohio has already grown to more than .77 percent of vehicles sold—a rate that has eclipsed the US and Midwestern averages.



Smart Columbus Experience Center is Open!

The Smart Columbus Experience Center is an experiential learning destination for residents and visitors to envision the future of mobility and explore how they can help transform mobility in the Columbus region. Hands-on educational experiences and technology demonstrations will show visitors how technology and innovation in transportation will grow the local economy and create ladders of opportunity for central Ohio residents.

Visitors can also learn about electric vehicles, talk to an electric car expert in a no-pressure environment, and even experience the performance of an electric vehicle by test driving any of the three electric vehicles always available at the Experience Center.



CelebrateOne



Every child in every Columbus neighborhood deserves the opportunity to thrive.

CelebrateOne Goals

Reduce Infant Mortality Rate in Columbus & Franklin County

GOAL



40%
BY
2020

Reduce Infant Mortality Rate Disparity between Non-Hispanic Blacks and Non-Hispanic Whites

GOAL



50%
BY
2020

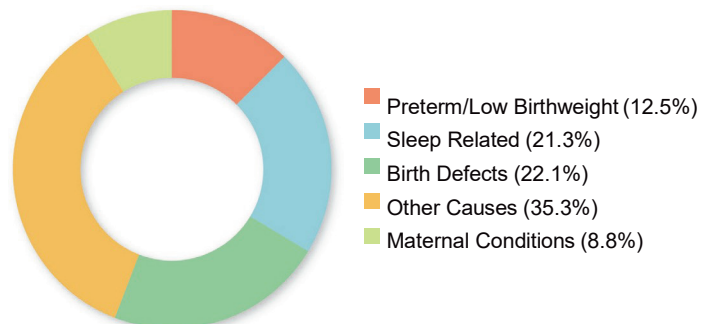
Reducing Infant Mortality:

Since January 2015, CelebrateOne and its community partners have been fully committed to eliminating preventable sleep-related deaths, reducing preterm births, and improving service delivery to families most impacted by health disparities in our community.

Incremental progress is being made. The number of infant deaths among both non-Hispanic whites and blacks are declining in geographies across the county. Three years into this critically important work, CelebrateOne firmly believes that saving babies requires the **coordination of many strategies** aiming for the same goal.

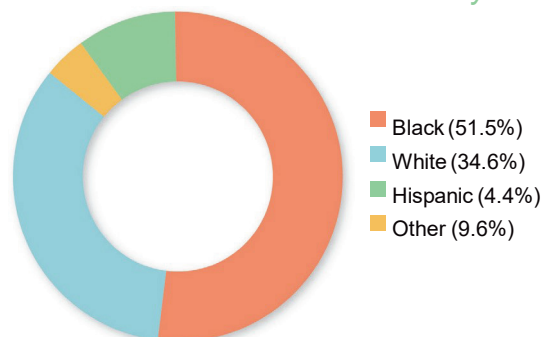
To best address multiple societal and community issues, a collaborative of many organizations is implementing interventions and best practices to improve birth outcomes for families across Columbus. In 2018, CelebrateOne initiated interventions that reinforced **infant safe sleep** practices, started the **Healthy Beginnings at Home program** to serve pregnant women experiencing housing instability and coordinated a community-wide effort to increase home visiting providers to reach at least 5,000 women in Franklin County by 2020. The community's pregnancy support line, **StepOne for Healthy Pregnancies** and our team of community health workers connected nearly 4,000 women to prenatal care, health insurance, and resources.

2018 Leading Causes of Infant Deaths in Franklin County



Infant Mortality by Race in 2018

Black infants account for more than 50% of all infant deaths in Franklin County



2018 is the most current year of statistics available.

Core CelebrateOne Strategies:

- Addressing Disparities in High Risk Neighborhoods
- Improving Women's Health before Pregnancy
- Improving Reproductive Health Planning
- Increasing Prenatal Care for High Risk Families
- Ensuring the Highest Standards of Prenatal Care
- Reducing Maternal and Household Smoking
- Promoting Safe Sleep Practices for Infants

Community Profile

StepOne:

StepOne, an early CelebrateOne initiative, was launched to offer a central call-in system for pregnant women to schedule prenatal appointments in the first trimester, a critical factor in reducing infant mortality. With the support of Physicians Care Connection and funding from the Ohio Better Birth Outcomes Collaborative and the Ohio Department of Medicaid, 3,469 women were enrolled in prenatal care through StepOne in 2018. Once a woman's first prenatal appointment is scheduled, StepOne goes to work on addressing other barriers to a healthy pregnancy, including referrals to home visiting and assistance with substance abuse treatment.

Even before a woman's first prenatal visit, StepOne **care coordinators** help women conquer a range of challenges, from Medicaid coverage to food, shelter and transportation while **engagement specialists** link women to substance abuse treatment programs. With the support of the United Healthcare Foundation, the **Community Connector Corps** continued to provide a hyperlocal support system that

educates pregnant women and new moms as they navigate the complex health and social service system. A total of 3,232 families were assisted in 2018 under this program. With assistance from the Ohio Department of Medicaid, **Moms2B** expanded its pregnancy education and support services into four additional neighborhoods for a total of eight sites that now offer the weekly sessions for women at high risk for pregnancy complications and preterm birth. This program saw an increase in nearly 500 newly enrolled women in 2018.

3,469

women enrolled in prenatal care
through StepOne in 2018
61% in C1 zip codes

In 2018:

18,264

babies were
born in
Franklin
County

6,416

babies, or 35%
were born in
CelebrateOne
neighborhoods

137

babies
died in
Franklin
County

68

babies, or
50% died in
CelebrateOne
neighborhoods

Neighborhood Focus:

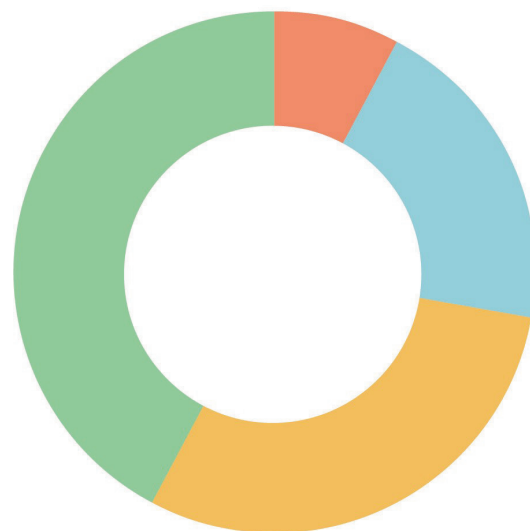
In the past year, CelebrateOne has sharpened its focus on **reducing preterm birth**, the leading cause of infant mortality, **preventing sleep-related infant deaths**, and **connecting the disconnected** to a **vital support system** that extends across Franklin County and **deep into priority neighborhoods** throughout Columbus. These priority neighborhoods include Linden, the Near South Side, the Near East Side, the Hilltop, Franklinton, and the Northeast, Southeast, and Northland areas.



Partnerships:

Our **lead partners** in this work include: Central Ohio Hospital Council, Columbus Department of Development, Columbus Public Health, Franklin County Department of Job and Family Services, Franklin County Family and Children First Council, HandsOn Central Ohio, Moms2B, Ohio Better Birth Outcomes Collaborative, Ohio Department of Health, Ohio Department of Medicaid, and Physicians Care Connection.

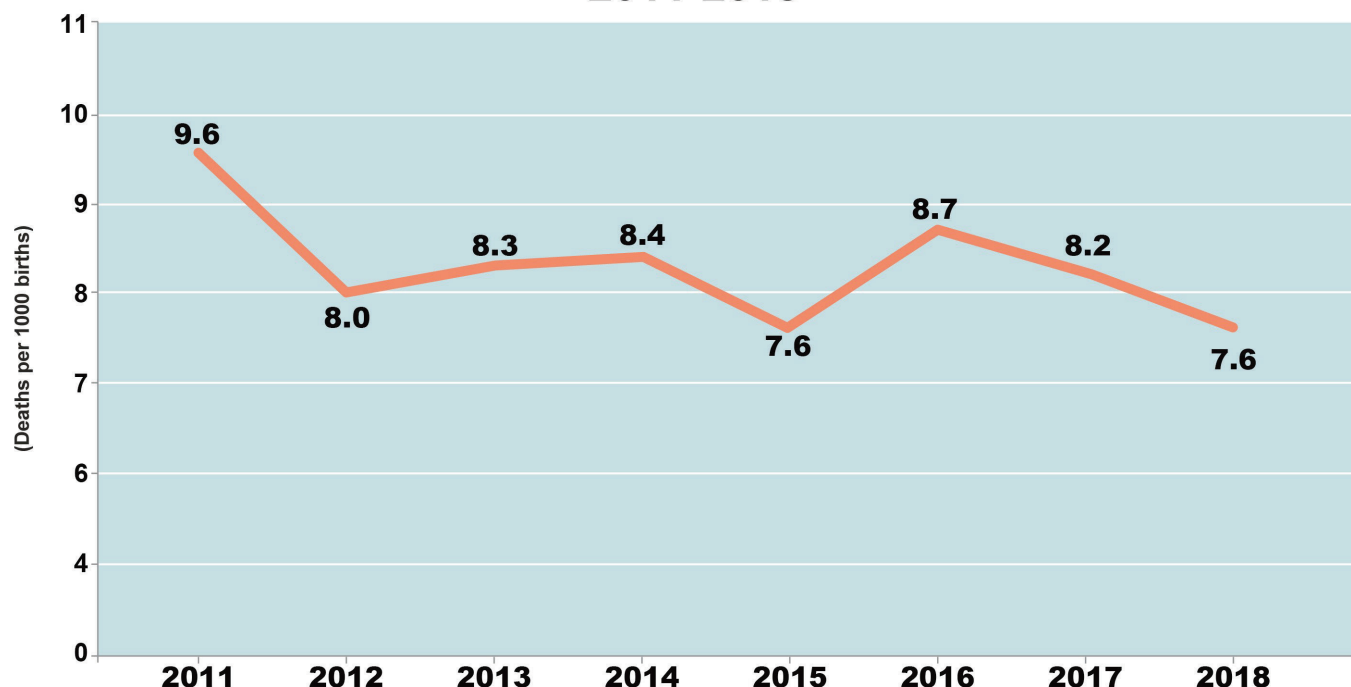
2018 Funding Sources



8% Central Ohio Hospitals
20% Private/Foundation
30% Public Funding City and County
42% Public Funding State of Ohio

Infant Mortality Rate Over Time

Infant Mortality Rate, Franklin County 2011-2018



Source: Ohio Department of Health Vital Statistics data, analyzed by
Columbus Public Health Office of Epidemiology



Focus 2018-2020

Eliminate Preventable Infant Sleep Related Deaths

- Safe sleep behavior change
- Safe sleep parent support
- Aggressive crib distribution & education via Ambassador Program

Reduce the Number of Premature Births

- Home visiting improvement and expansion
- Smoking cessation expansion
- Teen Life Plan dissemination and training

Connect the Disconnected

- Community Connector (CHW) sustainability for 2018-2020
- Pregnancy support
- Connectivity to reliable social supports

Social Determinants of Health - Pilots to Scale

- Housing- Healthy Beginning at Home/Care Homes expansion
- Transportation - SMRT City PDSA in Linden
- Education - HS graduation rate: reproductive health curriculum

Share Useful Data Broadly

- CelebrateOne quarterly reports and newsletters
- Policy committee to advocate change

SAFE SLEEP INITIATIVES IN 2018

1,635

cribs were distributed,
up from 790 in 2015

39

Safe Sleep trainings were
held, up from 3 in 2015

776

Safe Sleep ambassadors were
trained, up from 55 in 2015.



We launched the Comprehensive Neighborhood Safety Strategy in November 2017 based on feedback from the Columbus community, insights from law enforcement professionals, and data-driven, proven practices from other cities. This multi-pronged strategy reflects our shared belief that every resident in every neighborhood deserves to be safe.

To achieve this goal, we implemented the following new initiatives across many city departments to address crime differently, while continuing to invest in proven safety strategies:

- **Safe Streets** bike patrol to re-engage the community and reduce violent crime
- **Violent Crime Review Group** led by Columbus Public Health to increase communication between departments and work to lower homicide rates through a focused, multi-department review
- **CARE Coalition (Community, Action, Resiliency, Empowerment)** to provide direct outreach to residents impacted by gun violence, help connect them to services, and build resiliency in neighborhoods
- **Neighborhood Crisis Response** to create physical deterrents to crime

All Funds for Comprehensive Neighborhood Safety Strategy in 2020

Department of Neighborhoods:	\$60,000
Columbus Public Health:	\$5,745,629
Columbus Recreation and Parks Department:	\$943,743
Department of Public Safety:	\$4,110,190
Total:	\$10,859,562



Columbus Employment

Columbus serves as headquarters to major national and multinational corporations including Nationwide Mutual Insurance, L Brands, Huntington Bancshares, American Electric Power, and Big Lots. In recent years, the healthcare industry has emerged as a growth sector, with the city boasting four nationally recognized health system employers; each employ thousands of healthcare workers and contribute billions of dollars to the local economy.



Employer Name	Central Ohio Employees
The Ohio State University	32,111
Ohio Health	26,599
Wal-Mart Stores Inc.	26,000
State of Ohio	24,955
JPMorgan Chase & Co	18,701
Nationwide	13,455
Nationwide Children's Hospital	12,023
Kroger Co.	11,206
Mount Carmel Health System	8,708
City of Columbus	8,500
Honda North America Inc.	8,300
Columbus City Schools	7,890
L Brands Inc.	7,662
Franklin County	7,249
Huntington Bancshares Inc.	5,983

Source: Columbus Business First's 2018-2019 Book of Lists (City of Columbus' number is the 2020 proposed full-time employee count).

Several major employers have made central Ohio home in recent years, investing millions of dollars in the local economy and expanding the region's economic base. The table below lists private companies that have made recent significant investments in the Columbus economy.

Company	Type	Product	Investment
CoverMyMeds	Office	Automated Prescription Services	\$225 million
Nationwide Insurance	Headquarters	Insurance	\$139 million
West-Ward Pharmaceuticals	Manufacturing	Pharmaceuticals	\$78 million

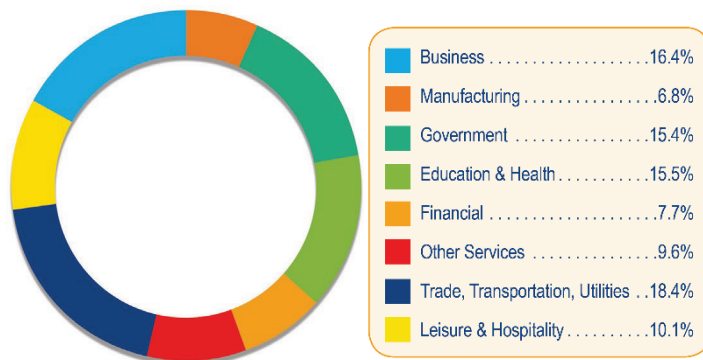
Source: Ohio Private Investment Survey 2016-2018, Ohio Development Services Agency, March 2019

Columbus Workforce Environment

Columbus has a stable, diverse employment environment with a large range of employment opportunities. All employment sectors have less than 20 percent of the workforce, indicating the city is well diversified in this area.

Since 2009, almost every sector has experienced growth. The education and health sector has experienced growth of over 44 percent, followed by the business sector, with growth of 26 percent and the financial sector, with growth of 24 percent.

Source: U.S. Bureau of Labor Statistics



Largest Colleges & Universities

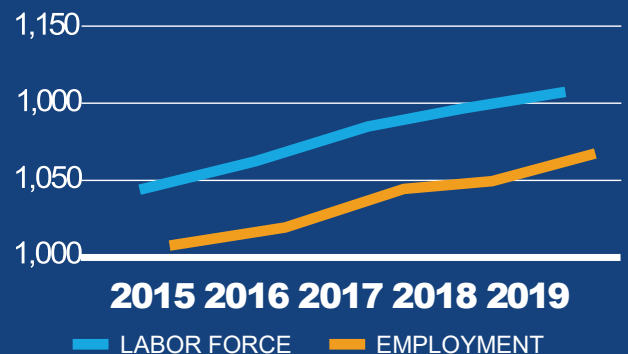
Educational opportunities in Columbus range from career training programs to top ranked schools and universities. Employers have access to a large, well-educated and highly skilled workforce. The city is home to more than 50 nearby colleges and universities, with a total enrollment of more than 136,000 students and over 20,000 annual graduates. In addition, Columbus offers a large variety of workforce development programs through community, technical, and vocational schools.

University	Enrollment
The Ohio State University	58,663
Columbus State CC	25,983
Franklin University	5,102
Capital University	3,465
Ohio Dominican University	2,534
DeVry University	2,307



Source: Columbus 2020

Workforce Quick Facts 5 Year - Labor Force Trend



Workforce Size 1,104,276

Unemployment Rate

Columbus 3.7%
National Average 3.7%

Mean Hourly Wage

Columbus \$24.65
National Average \$24.98

Highest Paid Occupation

Management \$55.92

Lowest Paid Occupation

Food preparation \$11.48

Mean Travel Time to Work

Columbus 21.6 (minutes)
National Average 26.4 (minutes)

Source: U.S. Bureau of Labor Statistics, U.S. Census Bureau

Columbus Downtown Development

Columbus Profile

With a city population of 892,533 residents, Columbus ranks as the 14th largest city in the United States.

- Columbus metropolitan statistical area (MSA): 2.1 million residents
- Columbus ranks No. 1 among large Midwest metros in population, job growth, and GDP growth.
- Columbus is ranked in the top ten nationally among large metros for population ages 25-34, offering companies access to a growing, young, labor force.
(Sources: U.S. Census Bureau, ACS 1-year estimate, 2017)
- 15 Fortune 1000 companies operate their headquarters within the City of Columbus.
- Columbus enjoys a workforce of over 1.1 million, the median age of which is 32.3, or 5.9 years below the national average.
(Source: US Census ACS 1-yr, 2018 [U.S. Median age is 38.2])
- The annual cost of living in Columbus is over ten percent less than the national average.
(Source: C2ER, 2018 Annual Average)

Downtown Quick Facts

Investments (\$)

Proposed.....	\$2.1B
Under Construction.....	\$454M
Completed.....	\$299M

Largest Proposed Projects

Scioto Peninsula Redevelopment.....	\$500M
Crew Stadium.....	\$240M
Hilton 2.0.....	\$210M

Largest Under Construction Projects

Rhodes Tower Modernization.....	\$50M
The Nicholas.....	\$40M
Xander on State.....	\$35M

Private and Public Investment

Total since 2008.....	\$2.5B
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Total Residents.....9,000

Housing Units

Proposed.....	3,966
Under Construction.....	1,265
Completed in 2018.....	455

Apartment Occupancy Rate.....95%

Office Vacancy Rate (Class A, B & C).....14.9%

Colleges & Universities.....4 (33,457 students)

Hotels.....16

Annual Visitors (2018).....10M+

Sources: State of Downtown Columbus Year End 2018, prepared by CCSID; DSID; City of Columbus Department of Development,




Columbus Economic Development

The Columbus economy is balanced with a combination of education, technology, government, research, insurance, and health care entities as major employers within the city. As one of the fastest growing cities in the United States, these diverse investments are indicators of a strong economy and continue to signal markets across the globe that Columbus is a great place to do business. Columbus frequently earns nationwide recognition for its booming downtown, historic neighborhoods, arts and sporting districts, open attitude, and a noticeably affordable quality of life. The City of Columbus remains on its growth trajectory from 2019 into 2020 and continues to absorb a tremendous number of net new jobs and investment throughout the city.

OFFICE OF BUSINESS ASSISTANCE


In 2018, business and job growth continued for the city with 20 projects projected to total \$322 million in new investment in real property, equipment, furniture, and fixtures. These projects continued to span the industry sectors related to manufacturing, service, distribution, mixed-use development, and headquarters expansions. A total of seven operations with headquarters in Columbus grew with newly constructed facilities or expansion to existing operations. These total investments will result in new job commitments of 2,177 jobs to be created with new payroll of close to \$146 million and 1,357 jobs retained in the city.

A selection of Columbus' most recent and larger development projects include:


CoverMyMeds LLC (an operating company ) within the McKesson Corporation), is a leader in electronic prior authorization (ePA) solutions, and one of the fastest growing health care technology companies in the U.S. CoverMyMeds, LLC's software suite automates the medication prior authorization process for more than 500 electronic health records (EHR) systems, 49,000 pharmacies, 700,000 providers and most health plans and pharmacy benefit managers (PBMs). By ensuring appropriate access to medications, the company helps its customers avoid billions of dollars each year in administrative waste and avoidable medical spending caused by prescription abandonment. CoverMyMeds, LLC intends to construct a new headquarters campus project along McKinley Avenue in two phases totaling \$240 million in new investment. The project will result in the creation of 1,032 new jobs and 592 jobs retained.

BBI Logistics LLC is a freight brokerage firm founded in 2017.  BBI Logistics specializes in handling full truck load shipments across the United States and Canada for dry  van, refrigerated, and all open deck trailers, while also performing a variety of other services such as, less than truckload (LTL), intermodal, specialized equipment, and expediting of shipments. BBI Logistics intends to lease, renovate, equip, and occupy approximately 15,000 square feet of commercial office space at 80 E. Rich Street, Columbus, Ohio 43215 ("Project Site") near the Columbus Commons, and anticipates investing approximately \$435,000 to renovate and equip the Project Site. It also plans to create 150 new jobs and retain 15 existing positions.

A number of service industry expansions were proposed this year, including IBP.

Installed Building Products, Inc. is the second largest insulation installer serving the residential new construction market in the United States.  The company technically began in 1977 with one location, known at that time as Edwards Insulation in Columbus, Ohio. As of December 31, 2016, the company's national platform included over 100 locations accessing customers in 48 continental states and the District of Columbia. Installed Building Products, Inc. is proposing to invest a total of approximately \$680,850 to expand its corporate headquarters at 495 S. High Street, Columbus, Ohio 43215 located in the Brewery District. Additionally, Installed Building Products, Inc. will create 52 new jobs and retain 145 full-time jobs.

Two production technology and manufacturing expansions are described below:

Bertec Corporation is an industry  **BERTEC** leader in force measurement technology for biomechanics and is headquartered in Columbus. The company has grown to specialize in gait analysis equipment, balance assessment and training, ergonomics, athletic performance and enhancement, and industrial applications for specialized load cells/transducers. For 30 years, researchers and clinicians at gait labs all over the world have trusted Bertec to provide accurate force measuring equipment and software. The company plans to construct a new 25,600 square foot headquarters on Citygate Drive with an investment of \$5.1 million. Bertec Corporation will also create 15 positions and retain 35 existing positions.

Carr Supply was founded in 1917 by Charles E. Carr in a small shop located on Third Street in Columbus. The business started as a manufacturer and distributor of sheet metal, hardware, and livestock water equipment. Carr Supply expanded its operation to include the distribution of plumbing supplies, HVAC supplies, and equipment. It currently has 15 locations throughout Central Ohio and distribution facilities in Kentucky and Michigan. With the \$2.7 million expansion of its headquarters and distribution facility on Old Leonard Avenue, the company will create 15 new jobs and retain 122 positions at the site.



OFFICE OF INFRASTRUCTURE INVESTMENTS

Public-private partnerships are critical to the continued development of Columbus' neighborhoods and business centers. Columbus continues to see unprecedented construction activity again this year. A selection of neighborhood development projects demonstrates the gradual transformation of our communities as new and existing residents, developers, and local partners work to create unique, balanced neighborhoods across Columbus.

Gravity is located on West Broad Street in the heart of East Franklinton, at the site of the former Phillips Coney Island and Wasserstrom National Office Warehouse. It is comprised of 50,000 square feet of Class A commercial office space, 30,000 square feet of retail, 234 multi-family residential units including 36 at mixed income rents, and a 564-space parking garage including 200 public

Gravity



parking spaces. The total private investment in this project is approximately \$72 million. Public investment for streetscape/ roadway improvements and parking garage contribution total approximately \$4 million.

Parsons Avenue/Schottenstein Roadways

The City of Columbus amassed multiple properties, primarily the former Schottenstein Department Store, for redevelopment as the Southern Gateway to the city. A neighborhood planning effort had recommended this location as buildings had fallen into disrepair and presented a blighted look of the city's south side. The city built a public health center on one of the four development sites which attracted private interest, thus the remaining three sites are now the home of two senior retirement homes and a transitional housing development. These non-city developments have an investment value of \$34 million. The city is reconstructing four streets around and through the site focusing on upgrading and enhancing the pedestrian environment. Public investment in the roadways equals \$3,500,000.

OFFICE OF SMALL BUSINESS AND ENTREPRENEUR DEVELOPMENT

The Office of Small Business and Entrepreneur Development (OSBED) is the team within the Economic Development Division that specifically and intentionally targets the small business and entrepreneurial community. The office leverages a vast network of partner organizations and utilizes a specialized set of tools and programs to assist aspiring and existing entrepreneurs seeking to start, grow, and expand viable businesses. OSBED simultaneously aids in the stabilization and revitalization of our traditional urban neighborhoods and corridors.

In 2018, the Department of Development embarked on a Small Business Study to re-imagine the city's role in most effectively supporting city-wide small business growth. A 21-member Advisory Committee made up of small business owners, entrepreneur support organizations, capital providers, and other key stakeholders was convened to hear direct input from local entrepreneurs and small business owners as well as review best practices from peer national and regional cities with specific comparison to Columbus' economic, social, and small business climate. Outcomes of this research revealed specific gaps and opportunities for women and entrepreneurs of color.

At mid-year 2019, we saw the completion of Phase 1 of the city's Small Business Ecosystem Assessment. These findings provided a variety of valuable insights into the local small business ecosystem. Of note, 95 percent of the 124,205 businesses in Columbus are considered small businesses (those that employ less

than 20 employees). Furthermore, only 21 percent of local small businesses have paid employees, and Baby Boomers own approximately 50 percent of small businesses in Columbus. Outcomes of this research also revealed specific gaps and opportunities for women and entrepreneurs of color.

In July, the Department of Development surged into Phase 2, which began with the prioritization of strategies. Phase 2 will conclude later in the year with the release of the Columbus Small Business Agenda – a public-facing document that will define and clearly articulate strategies, programs, and partnerships as well as recommend policies, funding requirements, and cross-departmental realignments necessary not only to facilitate the implementation of the Small Business Agenda in Phase 3, but also to realize key economic development impacts and outcomes envisioned within the document over a multi-year period.

New Programs

One of the goals of the Office of Small Business and Entrepreneur Development is to continually monitor and be informed by national trends and outreach programs that specifically target existing small business owners and aspiring entrepreneurs. In cases where compatible programs that meet the needs of local entrepreneurs are absent in our market, the office will work within its partner network to seek to bring those programs to the city. Where those programs or relationships do not exist or do not fit identified needs, the office may develop specific programs such as Accelerate Columbus that are more aligned with desired outcomes.

The Accelerate Columbus brand of programs was developed and launched in January as part of this initiative to offer structured management and technical assistance, training, and advisory services to our small business community. The city partners with certified entrepreneur support organizations (ESOs) to make these services available to the small business community. In this pilot year, we have partnered with the following organizations: YMT Consultants, Columbus Urban League, Ohio Small Business Development Centers, and R. L. Underwood & Associates. These organizations serve as partners to the city in implementing this program.

**ACCELERATE
COLUMBUS**

The Neighborhood Commercial Revitalization (NCR) Program is a redevelopment partnership between the city, local area merchants, the Neighborhood Design Center, and local



developers that build upon the economic base of seven designated commercial districts. The grant programs have had a significant impact in encouraging renovation, business expansion, and new investment in these areas. The NCR program provides neighborhood-based access to affordable office and retail space. In addition to facilitating and commissioning neighborhood studies and redevelopment of targeted areas, the NCR program provides support aimed at building the capacity of neighborhood business and merchant associations, and makes available interior/exterior grants to local small businesses and property owners. The program has experienced a substantial peak in interest during fiscal year 2019.

Over 62 potential projects were submitted by businesses and property owners during the open period. These potential projects represent approximately \$1,493,590 in grant-funded requests -- over 3 times the amount of funds currently budgeted for the program. A few such projects are highlighted below:

- CDL East Main LLC – Main Street Corridor
- Southside Gateway – Parsons Ave. Corridor
- State of the Arts Productions – Linden Corridor
- Lincoln Café – Long Street Corridor
- Franklinton Cycle Works – Franklinton Corridor

These key findings shed light on unique opportunities for the city and other stakeholders to realign program offerings, establish additional partnerships, and otherwise focus more intently on increasing entrepreneurship-based economic development.

Columbus Fun

Columbus is home to many renowned facilities, including the nationally ranked Columbus Zoo and Aquarium, COSI and Columbus Metropolitan Libraries. Organizations such as the Columbus Symphony, Columbus Jazz Orchestra, and Opera Columbus provide year-round opportunities for live music performances.



Arts & Cultural Attractions

BalletMet
CATCO
Center of Science & Industry (COSI)
Columbus Children's Theatre
Columbus Cultural Arts Center
Columbus Jazz Orchestra
Columbus Museum of Art
Columbus Symphony Orchestra
Columbus Zoo & Aquarium
Franklin Park Conservatory
The King Arts Complex
Lincoln Theatre
Ohio History Connection
Ohio Theatre
Opera Columbus
Palace Theatre
Shadowbox Theatre
Short North Arts District
Wexner Center for the Arts

Entertainment Venues



Sports Teams



Events and Activities in Columbus

Patrons of performing arts and theater find plenty to see in the offerings of local companies such as BalletMet, CATCO (Contemporary American Theatre Company), and the Columbus Children's Theatre. The city offers an exciting array of entertainment with special events, sporting events, and popular festivals throughout the year.



COLUMBUS RANKINGS

#1 Rankings



Top 10 Rankings

