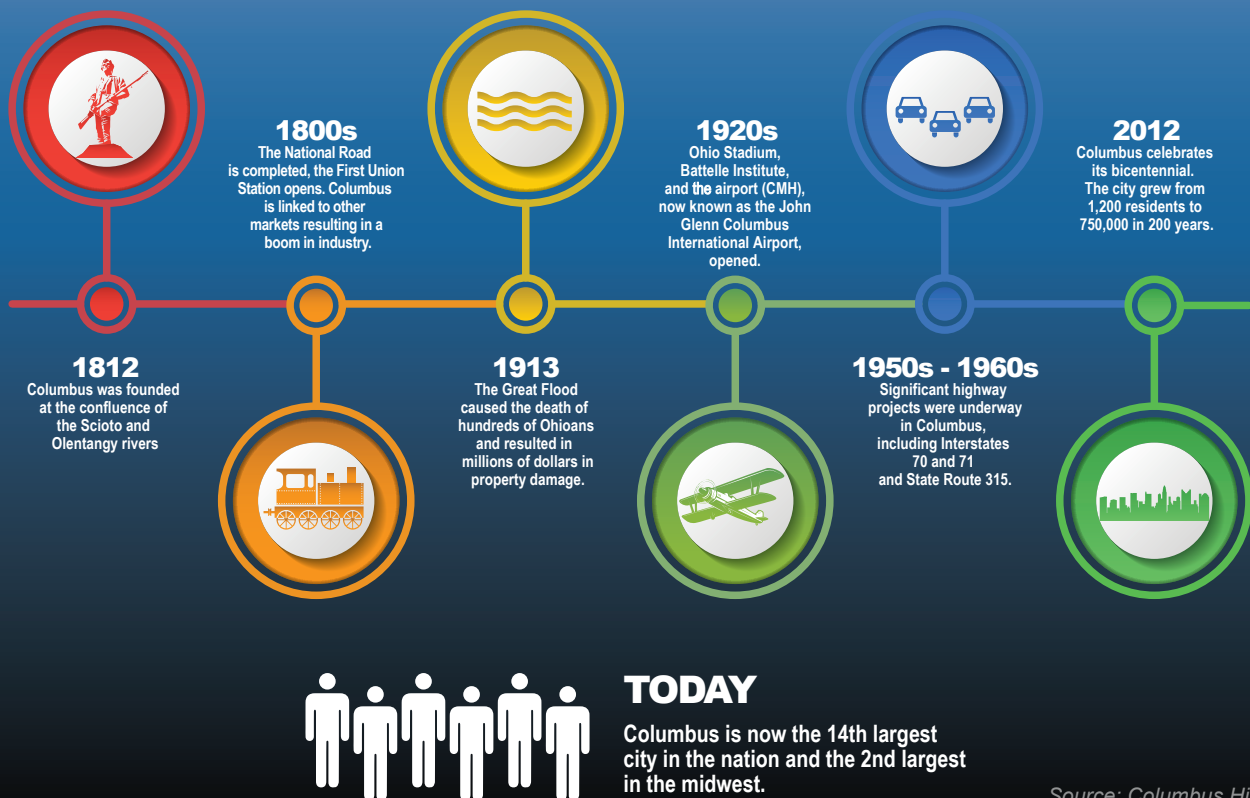


Columbus Community Profile

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 38,723
Annual Average Code Violation Notices 20,366

Neighborhoods

Neighborhood Pride Centers 5
311 Service Requests Received in 2019 300,766

Public Health

Licensed Food Facilities
Compliant with Health Standards 99.7%
Annual Average Immunizations 26,456

Public Safety

Annual Average EMS &
Fire Runs Dispatched 157,263
Fire Stations 35
Police Substation 17
Annual Average 911 Police Service Calls... 626,857

Public Service

Roadway Lane Miles Maintained ... Over 6,400 Miles
Refuse Total Households Served..... 340,000
Recycling Tons Collected 40,000
Bridges Maintained 206

Public Utilities

City-Owned Sewer and
Water Lines Maintained 7,057 Miles
Wastewater Treatment Plants 2
Water Treatment Plants 3
Gallons of Wastewater Treated (2019) 69 Billion
Gallons of Drinking Water Treated 50.6 Billion
Service Population 1.2 Million Customers
City Power Customers Over 15,895

Recreation & Parks

Park Sites 400
Acres Maintained (Including Reservoirs) 15,345
Swimming Pools, Spray Grounds,
Splash Pads & Fountains 17
Golf Courses 6
Multi-Use Trails 128.3 Miles
Community Centers 29
Athletic Complexes 5

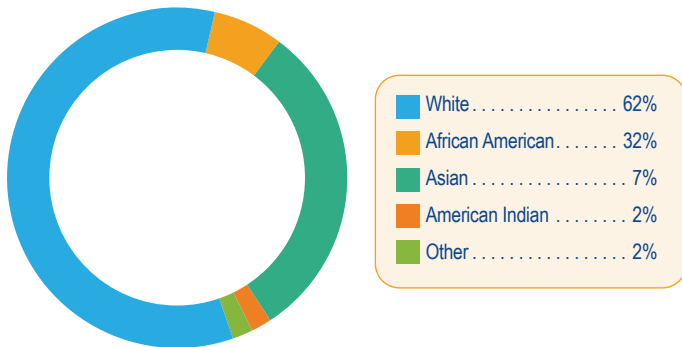
Columbus Demographics



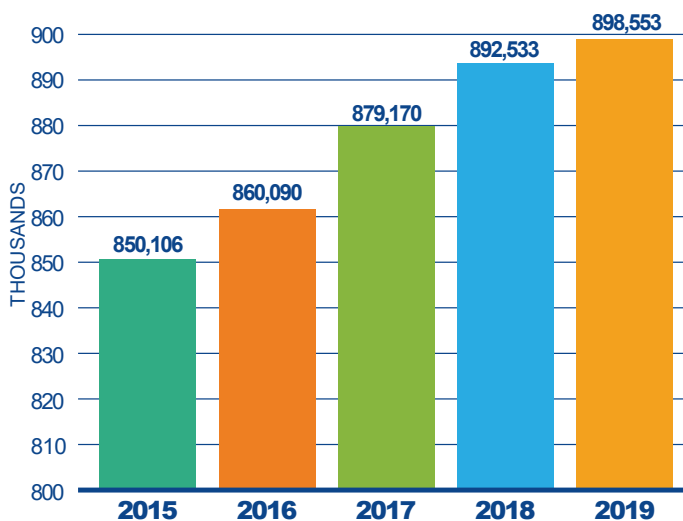
The population of Columbus is diverse, young, and has a growth rate double the national average. The city's population is well educated, with over 37.1 percent having earned a bachelor's or advanced degree compared to the national average of 32.6 percent.

Source: U.S. Census Bureau, 2018 American Community Survey Est.

Racial Demographics



Population 5 Year Trend



Population Quick Facts

Population Size 898,553
Population per Square Mile 3,980

Population Growth Rate

COLUMBUS 13.9%
National Average 6.3%

Median Income

COLUMBUS \$51,612
National \$60,293

Median Age

COLUMBUS 32.3
National 38.2

Population by Age

Under 18 22.5%
18 to 65 67.5%
Over 65 10.0%

Sex

Female 51.2%
Male 48.8%

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 2020 Q2 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 397,308

Persons per Household

COLUMBUS 2.5

National Average..... 2.7

Ownership Rate

COLUMBUS45.1%

National Average.....63.8%

Median Home Value

COLUMBUS \$159,400

National \$229,700

Median Monthly Mortgage

COLUMBUS \$1,306

National \$1,568

Median Monthly Rent

COLUMBUS\$954

National \$1,058

Source: U.S. Census Bureau, 2018 American Community Survey
1-Year Estimates

Columbus Transportation

Columbus is located in the heart of the Midwest, and is within a one day drive or one hour flight to nearly half of the population in the United States and one-third of the population in Canada. Eight major inter-states cross through Columbus, providing convenient access from coast to coast and benefitting in-state commerce. In recent years, Columbus was recognized by Inbound Logistics as one of the nation's logistical hotspots.

Source: Columbus Region

Columbus is also home to the **Columbus Regional Airport Authority** which connects central Ohio with the world through the operation of three airports:

John Glenn Columbus International Airport: Service to over 47 destination airports with over 160 daily flights and 8.6 million annual passengers.

Rickenbacker International Airport: A multimodal logistics hub serving international airfreight, cargo airlines, manufacturers, and distributors with over 300,000 annual passengers.

Bolton Air Field: Services the needs of area businesses, private pilots, and aviation enthusiasts. In addition, Columbus is also home to **The Ohio State University Airport**, with over 75,000 operations a year, including corporate activity, student training, and pleasure flying.

Source: Columbus Regional Airport Authority

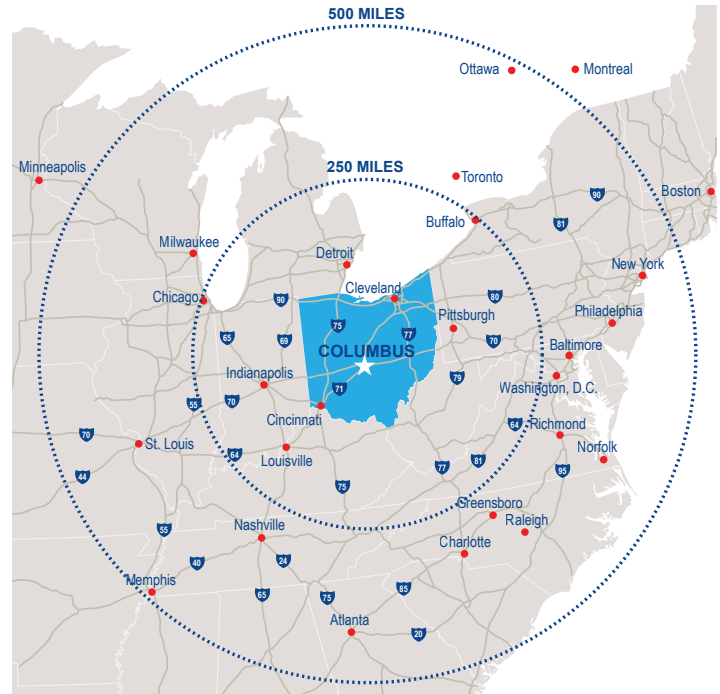
Other Means of Getting Around Columbus:

Public Transportation: The Central Ohio Transit Authority (**COTA**) provides bus service to over 19 million annual passengers with 42 local, express, and crosstown lines serving a 562 square mile area. The **CBUS** delivers free downtown bus service, circulating on a specified route, every 10-15 minutes. **AirConnect** offers a direct bus service between downtown and the John Glenn Columbus International Airport.

Sharing Services: COGO provides on demand access to over 600 bicycles located at 80 stations throughout downtown. **Zipcar** provides car-sharing service in on-street parking spots Downtown, as well as the Short North, German Village, and Weinland Park. **Uber** and **Lyft** connect people in need of a ride with available drivers. Electric scooter share options are available through **Bird**, **Lime**, and **Spin**.

Two Wheels: Columbus' bikeway program encourages traveling in and around Columbus via bicycles and maintains protected bike lanes and 230 miles of connected trails in the region.

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.



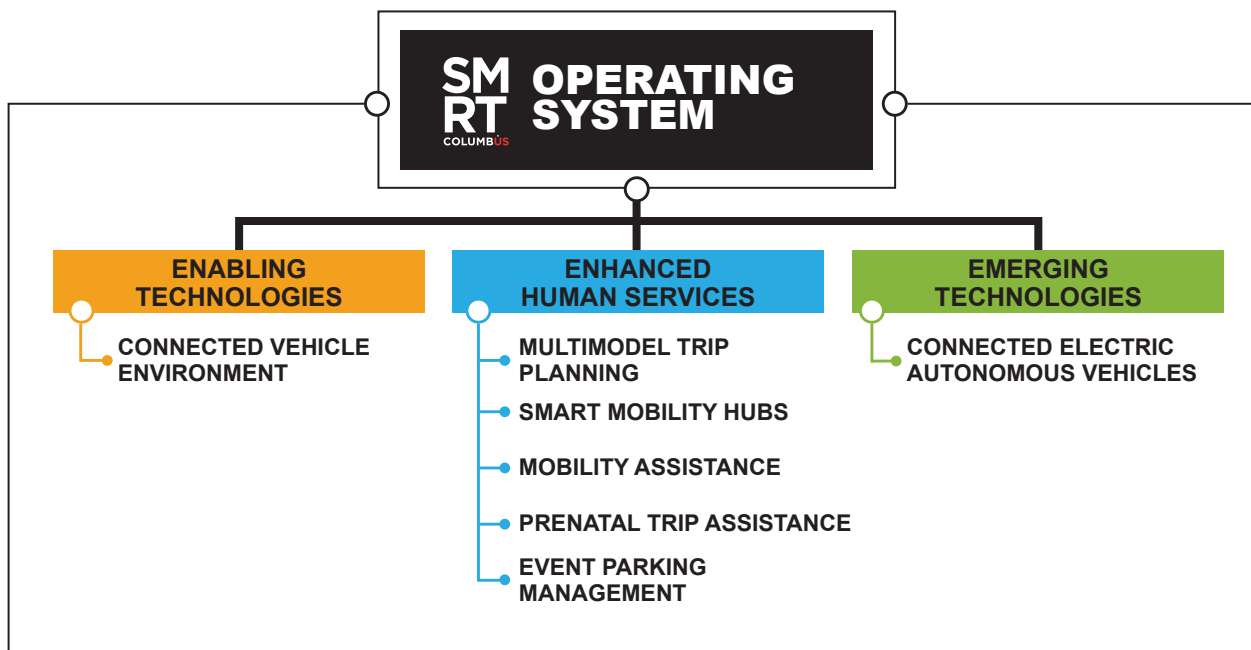
The USDOT intended for this competition to focus on how emerging transportation data, technologies, and applications can not only be integrated with existing city systems to address transportation challenges, but can also be used to spur reinvestment in under-served communities.

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.

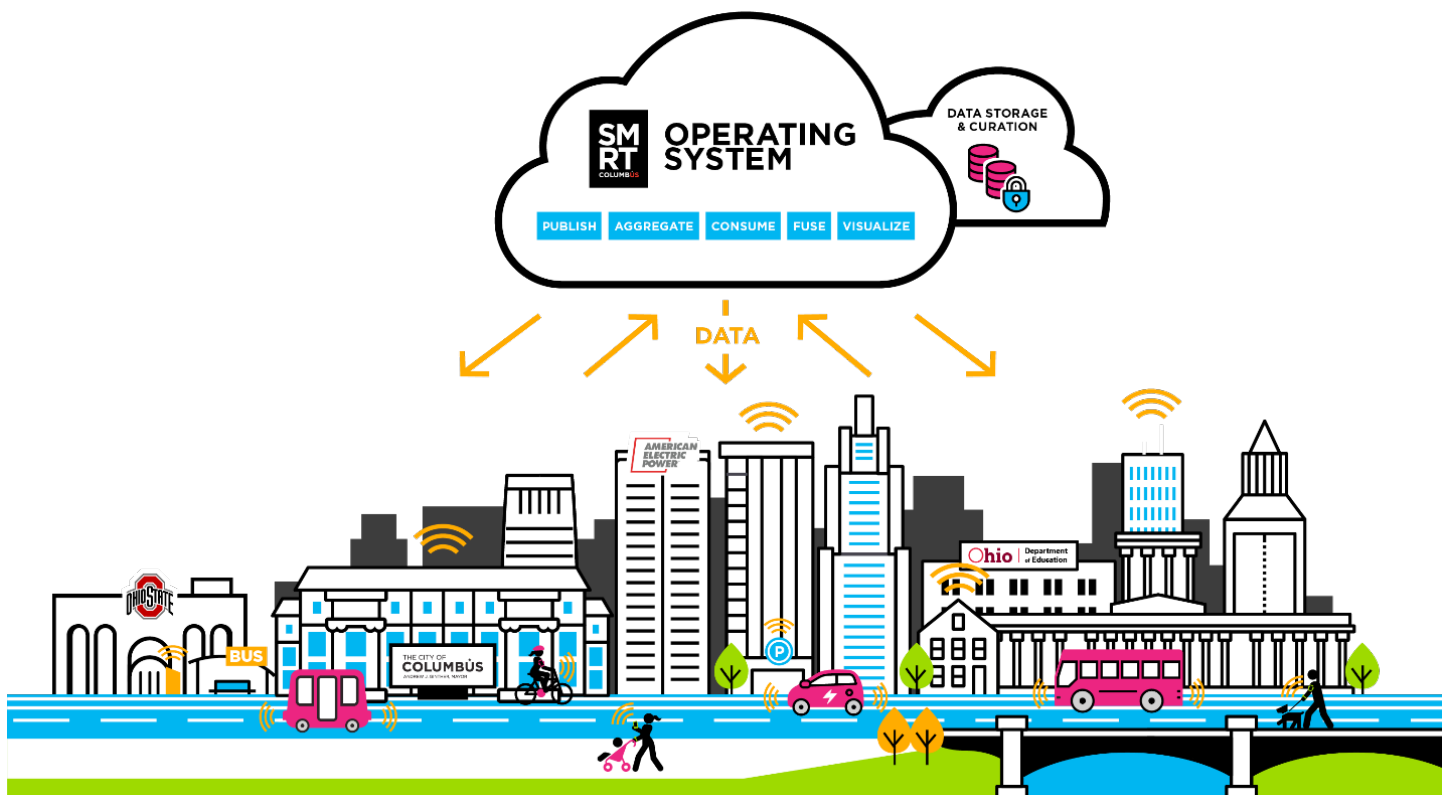


USDOT Portfolio

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 foundation of the USDOT grant is 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

Smart Columbus launched the following five US-DOT-funded projects in 2020: Connected Electric Autonomous Vehicle, Smart Mobility Hubs, Connected Vehicle Environment, Event Parking Management, and Multimodal Trip Planner.

The Mobility Assistance for People with Cognitive Disabilities project ended in May 2020. A total of 37 participants used the Wayfinder app and provided feedback on whether it increased transportation independence. Recruitment for the Prenatal Trip Assistance project ended in June 2020. A total of 143 expectant women were provided rides and feedback about the trips will be collected through December 2020. The final report on all of the projects will be released in May 2021.

Smart Columbus Operating System:

The Operating System (OS) is a dynamic data platform that serves as the backbone to smart city projects, acting as a repository for data generated from program projects along with a host of relevant datasets to aggregate, visualize, and generate insights.



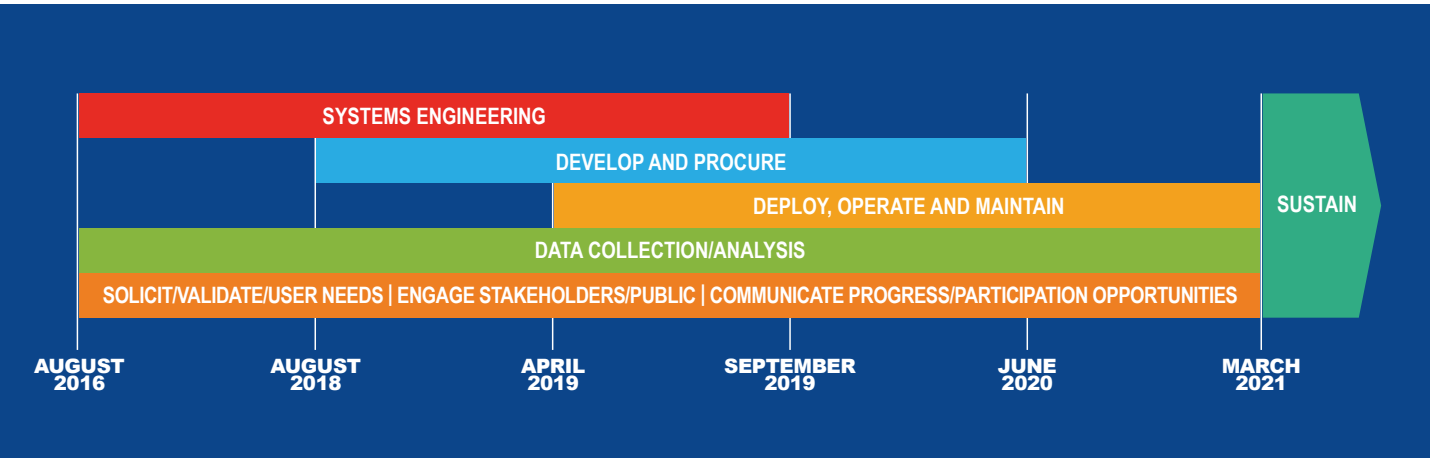
The Operating System provides access to over 3,000 datasets. Examples of datasets include: Traffic Characteristics, City Infrastructure Inventory, Crash Records, Weather Readings, Emergency Response Times, Food Services, Parking Locations, and Health Behaviors. A Data Management Plan and Data Privacy 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. Notable feature improvements in 2020 include visualization enhancements, predictive parking analytics, and a User Interface to enable a more efficient data ingestion process.

Visualization enhancements include adding the Tableau Connector as an additional option to the Plot.ly tool. This allows users to connect their own licensed version of Tableau (a robust visualization tool) to access the datasets directly from the OS. This tool is the foundation for a work management dashboard developed for the Division of Infrastructure Management in the Department of Public Service.

In support of the Event Parking Management project, smart meter and inground sensor data for on-street parking is ingested in the OS. This data is used in conjunction with the parking prediction model to alert users of the ParkMobile app where the most likely areas for downtown/Short North Street parking are throughout the day.

Data ingestion has historically been a highly collaborative effort between data curators and developers. A User Interface (UI) has been developed to enable a data curator to perform all tasks necessary to ingest data into the OS, eliminating the need for developer involvement. This saves time and expense for the sustainability of the system.



Connected Vehicle Environment:

Smart Columbus aims to install up to 1,300 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.



Resident recruitment began in July 2020 with installations running through November 2020. Smart Columbus partnered with two Brother's Automotive locations to conduct installations. Data collection started in September 2020 and runs through March 2021.

Ten Connected Vehicle Technicians in Training were hired to complete 200 hours of workforce development training to assist with installations and learn a new, in-demand skill set.

Multi-Modal Trip Planning:

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 buses, bikes, scooters, taxis, ride-share, and more. An initial version of the app was released in August 2019 with the full version of the app anticipated to be released before the end of 2020.

**Smart Mobility Hubs:**

The Smart Mobility Hubs are located at six locations near Columbus State Community College, Linden, and Easton to connect people to available transportation options like bikes, scooters, ride-share, and bus services. The hubs will be anchored by real-time information kiosks with free Wi-Fi access and touch-screen displays. Users can access Pivot, the multi-modal trip planning app, emergency calling, and other applications. The kiosks will empower those without smartphones to access multi-modal transportation options and enhance their mobility.



The hubs were launched in July 2020. CoGo e-bikes were added to the offerings at the hubs, as well as scooter charging stations provided by IKE Smart Cities.

Mobility Assistance:

Through partnering with the Ohio State University and COTA, Smart Columbus worked 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.



A total of 37 participants were recruited to test the application and share feedback. Early findings show that the Wayfinder app, paired with training, can be helpful in increasing a person's independence but there are several factors that impact the level of independence, including environmental, individual, technological, and community factors. Final findings will be available in May 2021.

Prenatal Trip Assistance:

Smart Columbus, The Ohio State University Wexner Medical Center, Caresource, Molina Healthcare, CelebrateOne, Physicians Care Connection, and StepOne partnered to learn how best to provide transportation services for moms-to-be. OSU is examining women's satisfaction with the 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 ended in June 2020 with 143 expectant women enrolled. OSU is continuing to collect feedback through December 2020 and will release findings in May 2021.

Event Parking Management:

Smart Columbus partnered 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. New features in the ParkColumbus app were released in October 2020 including predictive on-street parking availability and the ability to see parking availability, reserve, and pay for parking in participating parking garages in the Short North and Downtown area.

**Connected Electric Autonomous Vehicles:**

Smart Columbus launched the Linden LEAP – Linden Empowers All People – in February 2020. On Feb. 20, one of the Linden LEAP shuttles was traveling at 7.1 miles per hour and came to a sudden stop. As a result, one of the two passengers slipped from her seat to the floor and sought medical attention. Smart Columbus temporarily suspended operation of the Linden LEAP, and changes were made to increase safety and reduce sudden stops. Soon after the COVID-19 pandemic hit the US, community needs changed and social distancing requirements were established. Instead, area partners, St. Stephen's Community House Food & Nutrition Center and Rosewind Community Center, recommissioned the Linden LEAP to distribute food pantry boxes to the Rosewind community.



Food pantry boxes are available for pick up at the Rosewind Community Center Monday through Friday from 12-3PM. Up to 20 boxes a day can be distributed. Data collection will continue through February 2021.

Community Profile

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. The program was designed to reduce greenhouse gas emissions through electrification of transportation and decarbonization.

In total, the grant program served to reduce greenhouse gas emissions by 706,000 metric tons of CO₂ – a 2.73% reduction in regional emissions since the grant began.

“We are proud to deliver on the bold goals of this groundbreaking program, which has served to make our community more sustainable, our businesses more resilient, and our infrastructure more future-ready,” said Mayor Andrew J. Ginther at the conclusion of the grant. “As we look to our future, continued efforts to electrify mobility and decarbonize electricity will be critical to addressing the challenges we face, as they directly support resident health and wellness, and help to drive economic development and shared prosperity.”

The Electrification Program concluded in mid-2020, meeting or exceeding its goals in many of the five areas of focus.

Decarbonization:

The majority of reductions in greenhouse gas emissions (>99%) during the grant period were a result of the decarbonization effort. These short-term efforts were focused around energy efficiency initiatives that reduced the amount of energy that was consumed or allowed utility customers to purchase power from renewable sources. This effort is important in order to move away from fossil fuel sources for electricity and enable all other priorities to be more effective toward GHG reduction.



Fleet Adoption:

Smart Columbus helped to deploy 313 EVs in public, private, and taxi fleets. The City of Columbus made a significant contribution to this total, procuring 200 vehicles. Local municipalities and public sector entities have also procured vehicles, as did Yellow Cab of Columbus.



Charging Infrastructure:

Another driver of the program's success was AEP Ohio's \$9.5 million incentive program designed to spur installation of public EV charging stations. The program's mission is to help local governments, workplaces, apartment complexes and others install at least 300 Level 2 charging stations and 75 DC Fast Charging stations throughout AEP Ohio's service territory. The program drove much of the region's EV charging growth, with more than 900 new EV charging ports installed during the grant term.



“We knew from the beginning that the Smart Columbus effort was a unique opportunity to work with an extensive group of partners committed to making Columbus the prototype for other smart cities across our country,” said Raja Sundararajan, AEP Ohio President and Chief Operating Officer. “As the local energy company, we understood the critical role we held in the success of the program. Our work with Smart Columbus has taught us many lessons about making EV charging more accessible and we'll use this experience as we expand to other areas of the state.”

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

Through this priority, largely driven by the USDOT portfolio, Smart Columbus worked to increase and enhance transit system efficiency to lower carbon intensity and boost ridership, deploy electrified autonomous vehicles 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.



“We're thrilled to see the progress and success of the Smart City program over the years,” Paul Keating, Senior Director of Philanthropy at Vulcan Inc., said of the program. “Columbus has demonstrated how a region can develop new transport systems through innovation to reduce the world's dependence on fossil fuels. And in doing so, Columbus has created a model that can be replicated nationwide.”

Consumer Electric Vehicle Adoption:

Thanks to the grant, 3,323 electric vehicles (EVs) were sold in the seven-county Columbus region from April 2017 to February 2020, exceeding the program's goal of 3,200 EVs sold. Resident surveys also showed that consumer likelihood to purchase an EV grew by more than 20%, suggesting sustained EV market growth to come.



When Columbus applied to the Smart City Challenge in 2016, just 0.4% of vehicles sold in the Columbus region were battery electric vehicles (BEVs) or plug-in hybrid electric vehicles (PHEVs). Columbus set a goal to increase EV adoption to 1.8%, or 3,200 vehicles, by March 2020. During the grant period, sales reached as high as 2.34% in Q4 2018 and reached 1.6% in Q4 2019. Transitioning 3,323 vehicles to electric is estimated to eliminate about 1,850 metric tons of carbon dioxide emissions, the equivalent of planting over 30,000 trees to sequester carbon during a 10-year period.



CELEBRATEONE COLUMBUS



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

Reducing Infant Mortality:

CelebrateOne and its community partners are fully committed to eliminating preventable sleep-related deaths, reducing preterm births, and improving service delivery to families most impacted by health disparities. The multi-year plan has been moving forward since the Infant Mortality Task Force made its recommendations in 2014.

Incremental progress is being made.

In 2011, there were 174 infant deaths, in 2015 there were 145, and in 2019 preliminary data showing 127 infant deaths, representing a decrease in infant mortality. Franklin County has continued to see a decrease in infant mortality since 2011; however, the racial disparity remains high.

The number of infant deaths among both non-Hispanic whites and blacks have declined over the past six years, but there are still steps to take to improve the racial disparity. At CelebrateOne, saving babies requires the **coordination of many partners and strategies** aiming for the same goal.

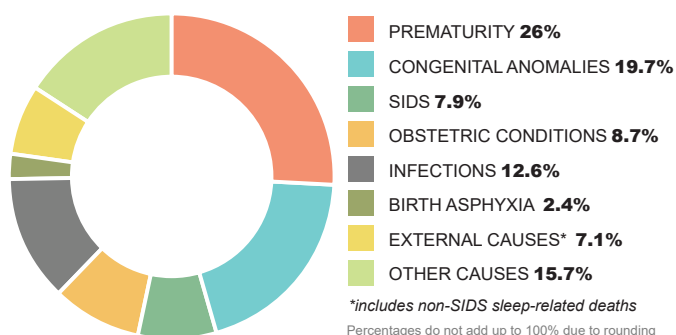
Most recently, in 2020, the CelebrateOne team continues to focus on infant safe sleep practices with the **Safe Sleep Ambassadors** training and **Cribs for Kids®**. Reducing prematurity (the leading cause of infant mortality), providing teen reproductive health education, and serving pregnant women experiencing housing instability with the **Healthy Beginnings at Home (HBAH)** program are all areas of focus under the CelebrateOne umbrella.

Sleep-related deaths are a leading, preventable cause of death for babies under one year of age. CelebrateOne, in partnership with Columbus Public Health, has developed a multi-faceted Safe Sleep education and awareness campaign. The campaign targets at-risk neighborhoods with a robust, multimedia communication campaign. **Safe Sleep Ambassador** trainings armed nearly 1,000 community members with education on the ABC's of Safe Sleep in 2019. Additionally, the **Cribs for Kids®** program distributed 1,700 free cribs to families to provide a safe sleep environment in 2019.

Teen pregnancy is a significant contributor to prematurity, a leading cause of infant mortality, because pregnant teens have a higher risk of having a baby born too small or too soon. Currently, without any state health education standards, many teens in Ohio and Franklin County do not have access to comprehensive, medically-accurate sex education. In 2019, with the Mayor's leadership, the CelebrateOne Teen Reproductive Health Education Committee partnered with Columbus City Schools to implement an evidence-based, comprehensive, medically-accurate reproductive health education curriculum called Get Real in all middle schools by the end of 2022, to reduce unintended pregnancy among teens.

Healthy Beginnings at Home (HBAH) is a program piloting the impact of providing rental assistance with housing stabilization services to pregnant women, who are living in highly unstable housing, and are at greater risk of infant mortality. HBAH continues to evaluate its findings, but current data shows housing stability can improve health outcomes for women and their infants. Complete outcomes will be released in the first quarter of 2021.

2019 Leading Causes of Infant Deaths in Franklin County



GOALS



Reduce Infant Mortality Rate in Columbus & Franklin County



40%
by
2020

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



50%
by
2020

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

StepOne was created as an early CelebrateOne initiative to provide 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, funding from the Ohio Better Birth Outcomes Collaborative and the Ohio Department of Medicaid, 3,602 women were enrolled in prenatal care through StepOne in 2019.

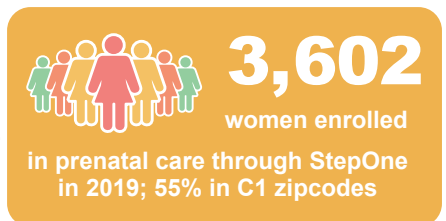
The **Connector Corps** program's Community Connectors help women navigate a range of challenges, connecting them to Medicaid coverage, food, housing, baby supplies, transportation, and important evidence-based pregnancy interventions like home visiting services. Supported by grants from the state's managed care organizations and the Ohio Department of Health, the Connector Corps educates pregnant women and new moms as they navigate the complex health and social service system, serving more than 5,000 women in 2019.

CelebrateOne has also invested in the growth of evidence-

- >>> Ensuring the Highest Standards of Prenatal Care
- >>> Reducing Maternal and Household Smoking
- >>> Promoting Safe Sleep Practices for Infants

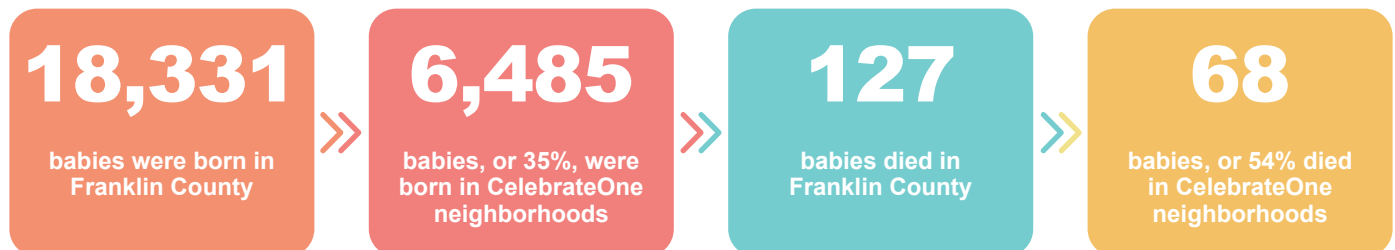
based prenatal and early child home visiting, a key intervention to improve preterm birth rates and birth outcomes. Through a robust partnership with the Ohio Better Birth Outcomes Collaborative, which included financial investment from the City of Columbus, evidence-based home visiting services are now being provided by all four of our city's hospital systems and the majority of our city's federally qualified health centers.

In 2019, Celebrate One also provided funding to assist four community agencies in beginning or expanding evidence-based home visiting programs.



With assistance from the Ohio Department of Medicaid, Moms2B expanded its pregnancy education and support services into additional neighborhoods for a total of eight that offer weekly sessions for women at high risk for pregnancy complications and preterm birth. This program saw an increase to 793 participants in 2019.

In 2019:



Neighborhood Focus:

CelebrateOne convenes monthly neighborhood coalition meetings with community partners to discuss and implement strategies focused on **reducing preterm births, eliminating sleep-related infant deaths, and improving social and economic conditions in priority neighborhoods**: Linden, South Side, Near East Side, Hilltop, Franklinton, and the Northeast, Southeast, and Northland areas.

CelebrateOne Partnerships:

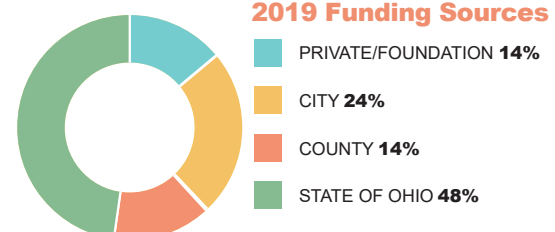
Our lead partners in our collective work to reduce infant mortality in our community include:

- 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
- Moms2B
- Ohio Better Birth Outcomes Collaborative
- Ohio Department of Health
- Ohio Department of Medicaid
- PrimaryOne Health
- Smart Columbus
- Physicians Care Connection

ZIP CODES:

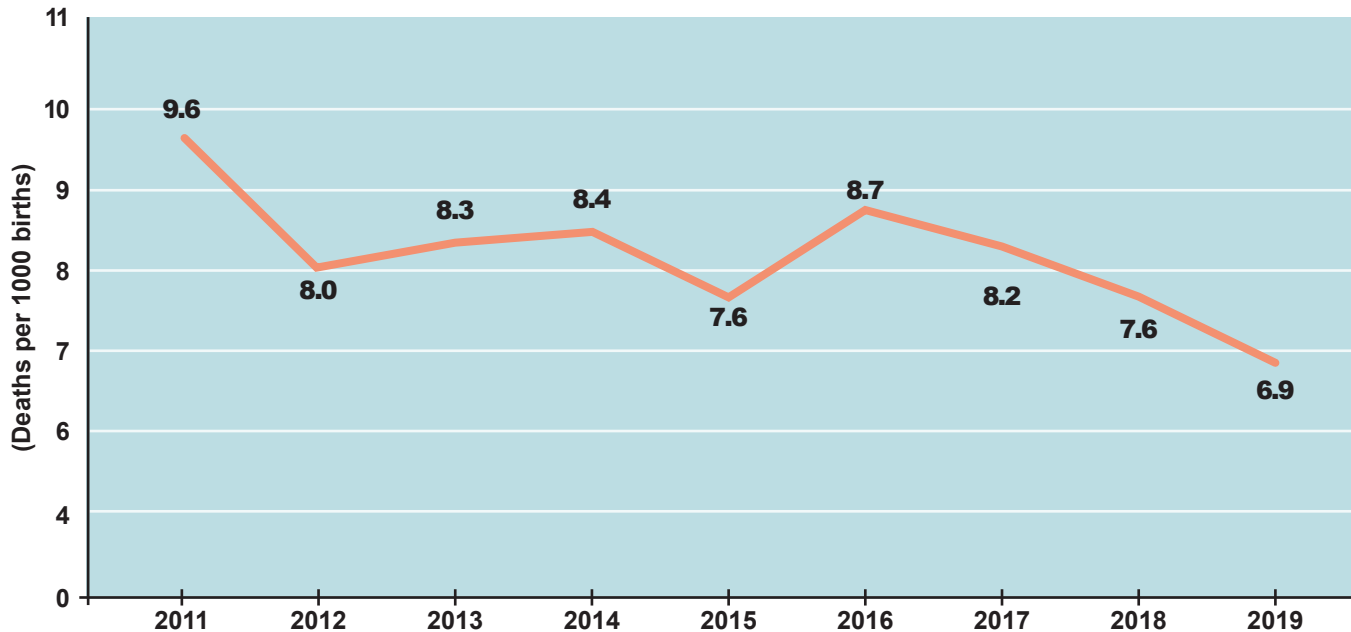
- 📍 **Linden** (43211)
- 📍 **Franklinton** (43222, 43223)
- 📍 **South Side** (43206, 43207)
- 📍 **Northeast** (43219)
- 📍 **Near East** (43203, 43205)
- 📍 **Southeast** (43227, 43232)
- 📍 **Hilltop** (43204)
- 📍 **Northland** (43224, 43229)

2019 Funding Sources



INFANT MORTALITY RATE OVER TIME

Infant Mortality Rate, Franklin County 2011–2019



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 Reproductive Health Education

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 2019

1,702

cribs were distributed,
up from 790 in 2015

990

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



Columbus Employment

Columbus serves as headquarters to major national and multinational corporations including Nationwide Mutual Insurance, L Brands, Huntington Bancshares, American Electric Power (AEP), 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 employs thousands of healthcare workers and contribute billions of dollars to the local economy



Employer Name	Central Ohio Employees
The Ohio State University	34,416
Ohio Health	24,889
State of Ohio	23,254
JPMorgan Chase & Co	18,596
Nationwide Insurance	13,710
Nationwide Children's Hospital	11,189
Kroger	10,854
L Brands	8,616
City of Columbus	8,554
Mt. Carmel Health	8,148
Honda	7,700
Franklin County	6,150
Huntington Bancshares	5,092
Cardinal Health Inc.	4,805
American Electric Power Co.	4,485

Source: Columbus Business First: Largest Central Ohio Employers, Published July 2020

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
Amazon	Data Center	Retail	\$400 million
Kroger	Distribution	Grocery	\$140 million
Abbott Labs	Manufacturing	Nutritional Drinks	\$62 million

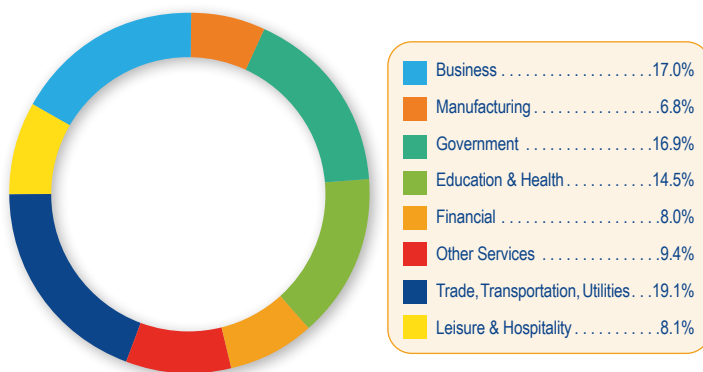
Source: Ohio Private Investment Survey 2017-2019, Ohio Development Services Agency, March 2020

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
Ohio Christian University	4,290
Central Ohio Technical College	3,566
Capital University	3,465



COLUMBUS STATE
COMMUNITY COLLEGE

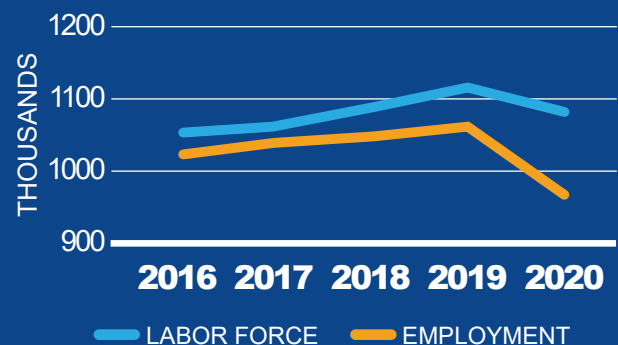


Capital
University

Source: Columbus 2020



Workforce Quick Facts 5 Year - Labor Force Trend



Workforce Size 1,098,508

Unemployment Rate

Columbus 9.9%
National Average 11.2%

Mean Hourly Wage

Columbus \$25.07
National Average \$25.72

Highest Paid Occupation

Management \$56.24

Lowest Paid Occupation

Food preparation \$11.86

Mean Travel Time to Work

Columbus 23.8 (minutes)
National Average 27.1 (minutes)

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

Columbus Economic Development

Columbus ranks as the 14th largest city in the United States with a city population of 898,553 (Population estimates July 1, 2019 (V2019) U.S. Census Bureau residents).

- Columbus metropolitan statistical area (MSA): 2,122,271
- Columbus enjoys a workforce of over 1 million, the median age of which is 35.9, or 2.3 years below the national average.
(Source: US Census ACS 1-yr, 2017 ([U.S. Median age is 38.2])
- The annual cost of living in Columbus is over ten percent below the national average.
(Source: C2ER, 2018 Annual Average)
- Eleven Fortune 1000 companies operate their headquarters within the City of Columbus.

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 to 2020 and continues to absorb a tremendous number of net new jobs and investment throughout the city.

Downtown Development Quick Facts

Investments (\$)	
Proposed	\$1.7B
Under Construction	\$1.0B
Completed	\$193M

Largest Proposed Projects	
Scioto Peninsula Office/Hotel/Residential Phase 1	\$272M
North Market Tower	\$175M
Abbott Laboratories Expansion	\$62M

Private and Public Investment	
Total 2009-2019	\$2.692B
Total Residents	9,270

Housing Units	
Proposed	2,463
Under Construction	1,670
Completed in 2019	353

Apartment Occupancy Rate 93.6%

Office Vacancy Rate 14.0%

Colleges & Universities
4 institutions with 34,155 students
(Downtown - Columbus State Community College, Franklin University, Columbus College of Art & Design, Capital University Law School)

Hotels 17

Annual Visitors (2019) 10 million

Source: State of Downtown Columbus Year End 2018 prepared by Capital Crossroads & Discovery Special Improvement Districts



In 2019, business and job growth continued for the city with 36 projects that are projecting a total of \$259 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. Several projects involved the construction of more than one facility – with one commitment of four new facilities to be phased in over a few years with a total investment of \$61.5 million. Overall total new investments will result in new job commitments of 2,869 jobs to be created with new payroll of close to \$177 million and 1,791 jobs retained in the city.

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

Abbott Labs Cleveland Avenue Manufacturing Plant Expansion:

Abbott Laboratories is a global, broad-based health care company, that manufactures infant formula and adult nutrition products such as Similac, Ensure, and PediaSure at its Columbus Plant located at 585 Cleveland Avenue, Columbus Ohio 43215. These products are sold in both retail and institutional markets, both domestic and internationally. Abbott is proposing to invest approximately \$62,000,000, to expand its manufacturing site by constructing a free-standing facility consisting of approximately 25,000 square feet. With this expansion, the company proposes to replace its existing 2-ounce bottle manufacturing line with a new filling and sterilization system that would increase its line capacity from 157 to 250 million units per year, and address the risk of equipment failure of its existing soon-to-be obsolete 2-ounce line. Additionally, Abbott will retain 428 full-time employees with an estimated annual payroll of approximately \$28.81 million and will create 38 net new full-time permanent positions with an associated estimated annual payroll of approximately \$2,315,000 at the proposed Project Site.

Gravity 2.0 Project:

The next large mixed use project planned for the East Franklinton neighborhood in Columbus is a partnership between Kaufman Development and Homeport. The Gravity 2.0 project will invest \$120 million to develop several parcels of land on McDowell Street between West Broad and State Streets. The development will include 180,000 SF of Class A commercial office, an 800-space structured parking garage with 600 public parking spaces, and 10,000 SF of retail along with several privately maintained green spaces. The project will also include 515 residential units, which will include 50 units affordable to households earning



60% of the Area Median Income (AMI). Homeport will purchase the former West Side Spiritualist Church property from the city and construct the affordable housing units within a new affordable housing development that will have access to all the amenities of the full development. Ohio Health has already committed to open a 13,000 SF urgent care facility as part of the development.

McNabb King Lincoln Project:

A partnership between Borror Development, Columbus NextGen, and Kingsley+Co. will redevelop a two-block area on the north side of Long Street between Garfield and Monroe Avenues in the King-Lincoln District. Columbus NextGen assembled the site with city land bank parcels and the former McNabb Funeral Home parcels. Borror Development and Kingsley+Co. are proposing a \$20 million mixed-use development that will include 135 apartments and 10,000 square feet of ground floor retail which includes a commitment of 20% affordable housing units within the residential portion of the project.

North Market Tower Project:

A public-private partnership project (P3) between The North Market Development Authority, Rockbridge Capital, Wood Companies, Shiff Capital, and the City of Columbus will redevelop a surface parking lot east of the North Market into a mixed-use development that will include a \$200 million mixed use project that will include a 210 room boutique hotel, 150 residential units including 20% of the units being affordable, 90,000 SF commercial office, 350 structured parking spaces, a public plaza, and a public grand atrium that will host public performances, art exhibits and events which connect the current North Market building to the new development. This new facility will be important in providing additional hotel rooms, event space, and local food amenities to Columbus' growing convention and tourism business.

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



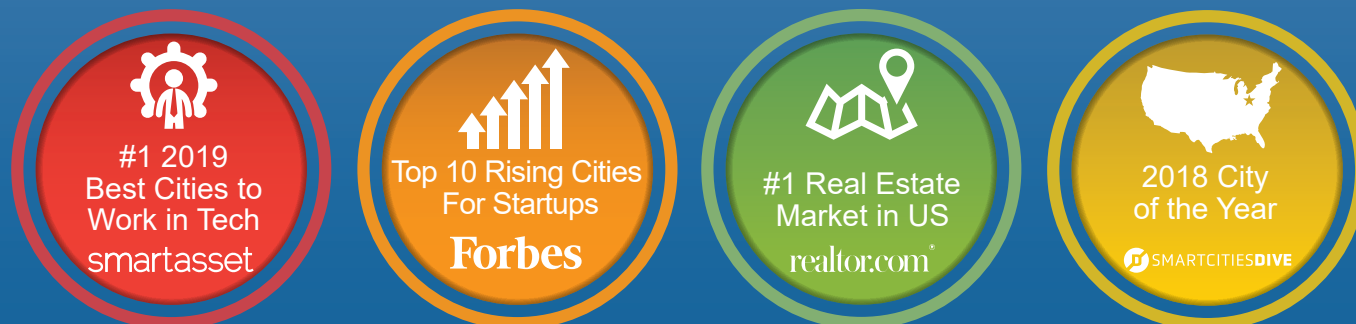
Events and Activities in Columbus

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



Community Profile

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