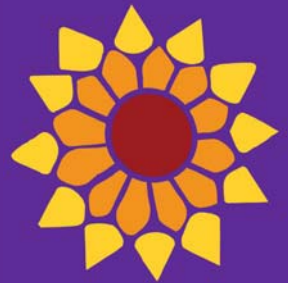


Peaslee's

Equitable Development Rubric

and what it has to offer in this moment



Creating an Inclusionary Housing Policy

The end goal is to establish requirements so that private development makes a meaningful contribution to affordable housing.

1

2

3

4

5



**Diagnose
the local
problem and
needs**

**Study
policies
nationwide**

**Create a
local
framework**

**Re-engage
community
in vetting
the
approach**

**Test
feasibility
with good
data; adjust
accordingly**

1 Diagnose the Local Problem and Needs

- MANY local studies and assessments



- Decades of resident experience in Cincinnati neighborhoods
- Years of community dialogue across greater Cincinnati

The Rubric Addresses:

- Inequity, *specific* to need

At least 25% of project units are affordable at 60% Area Median Income (AMI) or less

OR

At least 10% of project units are affordable at 30% AMI or less

local living wage rates established by the City of Cincinnati, AND meet the criteria for federal Section 3 Business Concerns

- Lack of Transparency

Category	Name of Subsidy	Please check one				Estimated Value
		Desired but not yet in process	In-process	Granted and finalized	Not being considered for this project	
Public Funding or Grant		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

- Lack of Meaningful Community Engagement

• In addition to presentation at community council, developer holds a public input session that meets the following standards:

2 Study Policies Nationwide

- National experts



**GROUND
ED
SOLUTIONS
NETWORK**
strong communities
from the ground up

PolicyLink

- 900 programs across U.S.
- Analysis and lessons learned over time

The Rubric:

- Uses firm, but flexible, requirements

TOTAL _____ out of _____ points

- Adapts to different needs and possibilities across geography

For wealthy and quickly gentrifying neighborhoods, projects should earn a minimum score of 75%.

- Weighs the impact of incentives

3 Create Local Framework

- Public subsidies are bigger and more freely used than in vast majority of cities
- Softer or more mixed market than many other cities
- Jobs and wages are the other side of the affordable housing coin; other measures also important in fostering equity
- Local expertise in housing and labor

The Rubric:

- Focuses on value exchange for current subsidies
- Allows opt-out of affordable units ONLY if comparable value is provided in jobs/wages
- Uses weighted scoring system to generate a holistic score on equity for every large project

1 pt.

2 pts.

3 pts.

4 pts.

- Meaningfully engages community councils

4 Re-engage Community in Vetting

- Input from community organizations with expertise
- Multiple open public input sessions with working groups
- Work with community councils on education, implementation, and developing supportive tools
- Years of public presentation and dialogue

The Rubric is:

- Endorsed/used by 3 community councils:
Walnut Hills, Over-the-Rhine, Evanston
- Being used by community groups and coalitions in:
Lower Price Hill, Northside, South Fairmount, North Fairmount, English Woods, Millvale, South Cumminsville
- Endorsed by array of organizations:
Affordable Housing Advocates, Applied Information Resources, Inc., Cincinnati Educational Justice Coalition, Cincinnati Interfaith Workers Center, Co-Op Cincy, Community Matters, Gen-H, Greater Cincinnati Coalition for the Homeless, Intercommunity Justice and Peace Center, Marianist Social Justice Collaborative, Mass Action for Black Liberation, MUSE: Cincinnati Women's Choir, Over-the-Rhine Community Housing, Praxis Matters, Youth at the Center

5 Test Feasibility and Adjust

- Inclusionary Housing Calculator



- Pro formas and completed Developer Questionnaires

The Rubric:

- Has support from national data and detailed assessments of similar cities like Detroit and Pittsburgh



- Could be more thoroughly tested and tweaked with better collection of local data
- Offers a solid backbone for a Cincinnati policy

The 3 Things that Will Advance the Work

	1. Information-Gathering	2. Assessment	3. Policy Requirement(s)
What the Rubric Framework offers	Developer Questionnaire	Equitable Development Rubric	Minimum scores, by neighborhood, in exchange for public subsidies
Where City Council seems to be	Ready	Interested	Not ready yet
Where the "Balanced Development Scorecard" fits	Not specific enough but could be with adaptation	Not helpful enough for overall evaluation; would need major overhaul	Does not offer

Info on Public Subsidies

Balanced Development Scorecard

Do total costs of the Project exceed \$5 million? Yes No

Does the present value of proposed City assistance exceed \$3 million? Yes No

Peaslee's Developer Questionnaire

SUBSIDIES

Please indicate all forms of public subsidy that may be utilized for this project, their current statuses within the project, and the estimated monetary value that each would bring to the project.

Category	Name of Subsidy	Please check one				Estimated Value
		Desired but not yet in process	In-process	Granted and finalized	Not being considered for this project	
Public Funding or Grant		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Zoning Change/Variance		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Infrastructure Assistance		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Land Dedication or Write-Down		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Tax Abatement		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Tax Credit		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Tax-Exempt Debt		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Tax Increment Financing (TIF)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Info on Housing Affordability

Balanced Development Scorecard

APPLICABLE?	EXCEEDS	MEETS
Yes <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No <input type="checkbox"/>		

BALANCED HOUSING PRODUCTION

- Project creates or preserves, low-income (51%-80% AMI) housing units and/or very low-income housing units (31%-50% AMI) to the extent financially feasible given project conditions.
- Project creates or preserves extremely low-income housing units (0%-30% AMI) to the extent financially feasible given project conditions.
- Project creates a mixture of extremely low (0%-30% AMI), very low (31%-50% AMI), and/or low-income (51%-80% AMI) housing units with workforce/middle housing units (81%-120% AMI) and/or market-rate units to the extent financially feasible given project conditions.
- Project creates additional market-rate or workforce/middle income (81%-120% AMI) housing units that promote a balanced, mixed-income neighborhood without displacing existing lower income residents.

Peaslee's Developer Questionnaire

For each level of Area Median Income

Affordable at 61-80% AMI						Total at this level
Unit Type	Studio	1BR	2BR	3BR	4BR+	
Total Monthly Cost Target	\$909 - \$1,210	\$1,027 - \$1,368	\$1,167 - \$1,554	\$1,348 - \$1,796	\$1,504 - \$2,004	
Square Ft. Per Unit						
Monthly Rent Per Unit						
Estimated Monthly Utility Cost Per Unit						
Total Monthly Cost						
Number of Units						

Summary

Summary of Rental Affordability		
Affordability Level	Number of Units	Percentage of Total Project Units
Affordable at or below 30% AMI		
Affordable at 31-60% AMI		
Affordable at 61-80% AMI		
Affordable above 80% AMI		

Info on Jobs and Wages

Balanced Development Scorecard

APPLICABLE?	EXCEEDS	MEETS
Yes <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No <input type="checkbox"/>		

(applied to each of the 3 sections below)

JOB CREATION AND RETENTION

- Project will create and/or retain significant jobs and payroll.
- Project will create and/or retain small/neighborhood business jobs and payroll.
- Project will create and/or retain more than 10 jobs per acre.

LIVING WAGES

- Applicant has committed that all jobs created by the Project (during construction and after) will comply with the City's Living Wage Policy.
- Applicant has represented that it will engage a partner in the Labor community on construction of the Project to ensure good wages and career training.

INCLUSION

- Applicant has committed to using good-faith efforts to achieve 17% MBE and 10% WBE utilization goals for construction contracts related to the Project consistent with Chapter 324 of the Cincinnati Municipal Code.
- Applicant will (or will cause the end-user to) adopt hiring policies to ensure at least 25% of any new employees hired are residents of the City and such policies will give preference to residents of the City.
- Applicant has participated, is participating, or will participate in the City's program advancing minority development professionals.

Peaslee's Developer Questionnaire

Standard	Basic Description	Will meet standard		Number of jobs that meet standard
		For Construction Jobs	For Post-Construction Jobs	
Cincinnati Wage Theft Ordinance	All employers must be free of any outstanding case of wage theft, which is when an employer illegally underpays workers for their labor	<input type="checkbox"/>	<input type="checkbox"/>	
Ohio Prevailing Wage Contractor Responsibilities	All contractors must meet established industry standards for fair pay and benefits within the trades	<input type="checkbox"/>		
Cincinnati Responsible Bidder criteria and requirements	All contractors must actively offer or contribute to state-approved apprenticeship program	<input type="checkbox"/>		
Federal Section 3 Business Concerns criteria	All employers must prioritize the hiring of local, low-income residents		<input type="checkbox"/>	
City of Cincinnati local Living Wage rates	Employers must meet established City standards for local Living Wage rates	<input type="checkbox"/>	<input type="checkbox"/>	
City of Cincinnati Equal Employment Opportunity Program	All employers demonstrate commitment to non-discrimination practices in hiring	<input type="checkbox"/>	<input type="checkbox"/>	

Please list any contractors or commercial tenants in the project that qualify for any of the following designations, as defined by the Cincinnati Municipal Code:

- Minority Business Enterprise [Click here to enter text.](#)
- Women Business Enterprise [Click here to enter text.](#)
- Minority Women Business Enterprise [Click here to enter text.](#)
- Emerging Local Business Enterprise [Click here to enter text.](#)
- Small Local Business Enterprise [Click here to enter text.](#)

The Need for Transparency

- City Council's commitment to transparency in development has never been more important

Our asks of you:

- Include the Developer Questionnaire content in the proposed tool; use it for detailed information-gathering on every project receiving public subsidy
- Make information publicly available and easily accessed
- Ensure that final legislation is more properly named and represented to the public