BUILDING AN EQUITABLE DEVELOPMENT ECO-SYSTEM IN SMALL LEGACY CITIES

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ABOUT
GREATER OHIO POLICY CENTER

Our vision is a revitalized Ohio.

• Original research (“think tank”)
• Strategic assistance to local communities
• Nonpartisan, bipartisan advocacy with state policymakers
GOPC’s RESEARCH COHORT OF SMALL & MID-SIZED LEGACY CITIES

- 8 Strategies for Success
  - Most are locally driven/executed
  - Some strategies can be assisted/hindered by state policies
WHY IS EQUITABLE DEVELOPMENT IMPORTANT IN SMALL LEGACY CITIES?

1. Research from Benner and Pastor (2012) demonstrate that conditions of racial and income inequality function as drivers of economic stagnation.

2. Federal Reserve Bank of Cleveland (2015) also found the inequality has a dampening effect on the economy.

3. Research supports the finding that revitalization alone does not automatically improve these factors (Mallach 2014).
WHAT ARE THE BENEFITS TO SMALL LEGACY CITIES OF COMMITTING TO EQUITABLE DEVELOPMENT?

1. You can start now – don’t need to wait for the next great thing
2. Entrenched poverty and unengaged citizens have a financial toll
3. Better trained workers have better incomes
4. Better trained workers support business retention and expansion
5. Revitalized neighborhoods, like downtown, can potentially become mixed-income
6. The whole city benefits economically when more people have more disposable income
7. There is unrecognized potential in underserved communities
WHAT WOULD YOUR COMMUNITY DO IF IT RECEIVED $5M TOMORROW?

No amount of $$ will turn around a community without:

1. Creative, **high capacity local leaders** in all sectors who work together for a common vision

2. Strong, effective **planning**

3. Commitment to **equity** & inclusion
FIRST STEP: BUILD AN ECO-SYSTEM SUPPORTIVE OF EQUITABLE DEVELOPMENT

1. Built Trust and Repair Poor Relationships
2. Conduct Strategic Planning and Visioning
3. Build a Layered and Diverse Coalition
BUILD TRUST AND REPAIR POOR RELATIONSHIPS

1. Pre-condition to other Equitable Development Strategies

2. Build trust among the Grasstops
   1. Relationship repair exercise
   2. Develop a sense of common destiny
   3. Leadership changes are opportunities to reestablish relationships
   4. Third party conveners

3. Built trust with Local Residents
   1. Earnest, deep outreach
   2. Apologizing for past mistakes, Lancaster Equity
   3. Really listening
CONDUCT STRATEGIC PLANNING AND VISIONING

1. Create a data-driven, long-range plan
   1. Anticipate neighborhood change
   2. Identify community needs and develop goals and benchmarks (race-conscious data goals)
   3. Consider Implementation strategy – Lancaster Equity

2. View the planning process as an opportunity to build trust and demonstrate a commitment to equity and accountability
BUILD A LAYERED AND DIVERSE COALITION

Consider Forming Intermediary

Connect as many as possible and build capacity

Cultivate Cross-Sectoral Leadership

Public sector  ○  Foundation  ○  Non-profit  ○  Business  ○  Transit  ○  Education

Build Capacity

Grow Resident Leaders

Resident Leaders are at the Table

Cultivate Grass Roots Leadership

Neighborhood Associations  ○  Resident Leadership Initiatives  ○  Key Group Engagement  ○  Door Knocking and Outreach

Essential Starting Point
EXAMPLES OF STERLING EQUITABLE DEVELOPMENT EFFORTS

• Dan Jurman – Lancaster Equity Community Development Corporation

• Darrin Redus – Cincinnati USA Regional Chamber, Minority Business Accelerator