



YES ON ISSUE 24

YES FOR TRULY AFFORDABLE HOUSING

Together we can create a future where all of us can live in vibrant, thriving communities with access to health care, quality schools, and the freedom to make our own best lives for ourselves and our families.

CINCY ACTION FOR HOUSING NOW

We are an ever growing coalition of more than a dozen organizations committed to ensuring that all individuals, regardless of how much money we have or what zip code we live in, can have a safe place to call home.

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Funding the creation and preservation of **Truly Affordable Housing**, pathways to homeownership and safe and vibrant communities.

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We are mobilizing to pass **Issue 24** which will bring us one step closer to funding truly affordable housing and creating a Cincinnati that works for all of us! Our ballot measure will give us voters a chance to say YES to restoring our earned income tax to its 2020 levels and using the revenue to create funding for truly affordable housing. Together, **we can generate \$40-\$50 million each year** to ensure that all of us have a stable place to call home.

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WHY WE CAN'T WAIT!

Housing is a basic need and the foundation of healthy families, healthy communities and a vibrant Cincinnati!



RENTS ROSE MORE IN THE CINCINNATI THAN IT HAS IN ANY CITY IN THE COUNTRY LAST YEAR!

Cincinnati rents jumped more in the last year than any city in the country. In fact, the current median asking price for rent in Cincinnati is \$1815.00/month. Far higher than what most of us can afford to pay.

In fact, since 2020, Cincinnati has had one of the fastest growing median rental costs in the nation. At the time of the 2020 census, the median rent was only \$760/month.

<https://www.wcpo.com/news/local-news/hamilton-county/cincinnati/redfin-cincinnati-rents-have-jumped-more-than-any-other-u-s-city>



1 IN 3 OF US CANNOT AFFORD OUR CURRENT HOUSING COSTS.

This is because Cincinnati is tens of thousands of units short of housing affordable to those of us with the lowest incomes. In fact, 54% of those making less than \$30,000/year are spending more than 50% of their income on housing. Notably, since 2010 there has been a 35% decrease in housing affordable to those making less than \$30,000/year.

https://www.lisc.org/media/filer_public/a1/16/a116fbab-4be3-4704-98e6-83f633b7d893/asset_upload_file30_13212.pdf

BLACK FAMILIES ARE HARDEST HIT!

Black households in Cincinnati are disproportionately represented among those of us paying more than 50% of our income on housing! 57% of Black families have less than \$30,000/year of income.

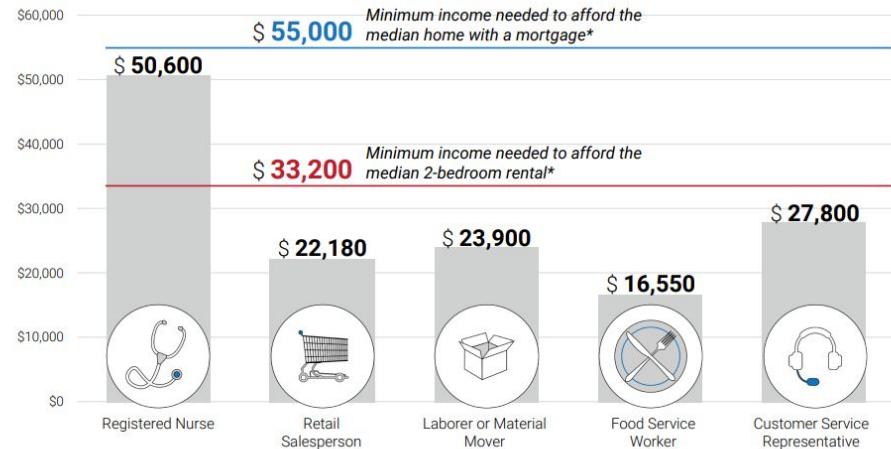


INCOMES AREN'T KEEPING UP!

Four of the top five jobs in our region don't pay enough to cover the median cost of a two bedroom in our city.

THE TOP 5 JOBS DO NOT PAY ENOUGH TO AFFORD HOUSING

Cincinnati Metropolitan Area,
BLS 2018 and ACS 2014-2018



*This is the minimum income needed so that no more than 30% of the earner's income is spent on housing. Median housing costs are for Hamilton County in 2018.



FEDERAL MONEY IS DRYING UP!

Federal investments into affordable housing has left cities all across the country with a well-documented resource gap. Unfortunately, this has left those of us with the lowest incomes vulnerable and with an insufficient supply of housing options.

ISSUE 24 IS OUR SOLUTION!

We're advocating to restore our city's earned income tax from 1.8% to its 2020 level of 2.1% to create an ongoing and targeted revenue source to fund the creation and preservation of truly affordable housing in the City of Cincinnati. **This tax restoration will cost most households less than \$11/month**, but will generate between \$30-\$50 million annually toward affordable housing.

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#1: It will allow the people to invest in housing for all. Our amendment will amend the charter to require the city to levy a 0.3% tax restoration to be used for truly affordable housing.

ABOUT THE FUNDING SOURCE



0.3% Earnings Tax, which would generate \$40 to \$50 million each year.



This would return our earnings tax to what it was before the Bus Levy passed in 2020; back to 2.1% from 1.8%.



At the median Cincinnati household income (\$42,733/year), this would cost about \$2.47 per week or \$128.20 a year.

Compare Current Earnings Tax Rates:

Columbus	2.5%	Dayton	2.5%	Akron	2.5%	Lexington	2.25%	Cincinnati	1.8%
Cleveland	2.5%	Toledo	2.5%	Louisville	2.2%	Pittsburgh	3%		

#2: Allocate most of the funds generated to house those most in need. At least 65% will go to develop or maintain housing for those making approx. \$30,000/year or lower. Additional money is available to support rental housing for those making up to approximately \$48,000/year of income.



PRIORITIZING EQUITY & JUSTICE

- Provisions are included requiring that the investments prioritize housing for members of protected classes that have historically experienced discrimination such as redlining, and displacement.
- A set number of units created will have to be accessible to folks with disabilities.

#3: Support current & future homeownership. We believe in the power and importance of homeownership, so revenue will also be available to help low and moderate income families enter and maintain homeownership.

#4: Provide emergency support services.

We are allocating money for emergency support services like legal support for those facing evictions, emergency rental assistance, shelter services, and foreclosure avoidance support.

#5: Give power to the people. Our amendment will create a community advisory board that partners with the city to ensure equitable distribution of the resources.

80%

**The portion of Black households who will
qualify for housing and services created
with these funds.**

400-700

The average number of affordable units that can be created or maintained annually if this passes. We can end our affordable housing shortage!

JOIN THE MOVEMENT!

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WEEKEND OF **ACTION**

CINCY ACTION FOR
HOUSING NOW

TRULY AFFORDABLE HOUSING

www.cincyhousingforall.com/win

FRIDAY, OCT 13TH

Community Cookout

Peaslee Neighborhood Center

5pm - 7pm

SATURDAY, OCT 14TH

Rally and Canvass Send off

Southern Baptist Church

12pm - 1pm

Canvass & Phone Banking

1pm - 5pm

SUNDAY, OCT 15TH

Faith Community Forum

Location TBD

2:30pm - 4pm